



Blue Ridge BMW CCA Chapter Members & Friends

November 2022 Edition

*Be sure to check out our Newly Improved Website, Facebook Page, & Instagram site using the links at the below.*

### *Blue Ridge Chapter Update.*

Hello Members & Friends,

As I write this, we are feeling the pre-winter effects of unpredictable weather & temps. In general, driving events usually go on pause during this time for everyone. While the Blue Ridge Chapter is also going to be in a driving event pause for the winter, that **does not** mean that the chapter is in relaxation mode. In fact, quite the opposite.

The new leadership team made a commitment to members a few months ago to make changes & to turn this chapter around & make it as great as it can be. The things we've done so far seem to be on the right path. Member engagement has been at historic levels. We are seeing more of you at the monthly meetings & both of our driving events drew many more participants than we had expected. The Back of the Dragon weekend saw 11 cars & 15 total participants while the Beales Brewery Drive & Social a couple of weeks ago drew 19 cars & a total of 28 participants! That is a huge thing for a club that has been sitting in neutral for the past couple of years.

These events also seem to be helping with member retention & new member recruitment. In May 2022, the chapter had 700 members, however that number had dropped to 665 heading into August. While we still had a decline in September, it was minimal. The good news store is that October was the **first month** this year where we gained more members than we lost! That is a very telling story, & we couldn't be happier.

Anyway, I went far enough down that hole & you just lost two minutes of your life that you cannot get back, Sorry! So back to the part of not being in relaxation mode. 2023 is going to be a huge year for this chapter! There is an extensive event list in the works. These events will vary from Virtual Coffee Talk Sessions that will feature special guest speakers, to casual drives in various locales in VA & NC, to the two large feature events. The first large event is underway as we speak. Our chapter will host a Tire Rack Street Survival School. This is an excellent opportunity for young drivers to gain experience in handling various situations that they may encounter on our roads all the while being a completely safe environment. The second large event is a BMW M-School Driving Session at the Performance Center in Greer, SC. This event is guaranteed to not disappoint anyone who attends (well unless you don't like M cars & then that is a totally different issue!).

Our event calendar for 2023 is going to be loaded with at least some type of event every month! As events are finalized, we will be sharing details & registration information, so keep a close eye out on your inbox, the chapter's Facebook, Instagram, & web sites for the latest news. By the time this hits your inbox, registrations will be open for our first Virtual Coffee Chat Session with special guest BMW CCA SE VP, Simone Harrison & for the BMW M-School Driving weekend. Please see the upcoming event section below for details & links.

In closing, the holiday season is upon us & the leadership team wishes each & every one of you a safe & happy Thanksgiving. Jim, Darlene & I are extremely thankful for being able to serve in the roles that we do for this club & we are thankful to have you all as members & family.

Sincerely,

Jim Brebner, President

Darlene Kirkpatrick, Treasurer/Member Services

Bruce Bigham, Secretary/Events Director

## [Upcoming Chapter Events:](#)

See detailed event information on our site at <https://blueridgebmwcca.org/calendar/>

### **January 10, 2023 – Registration is Open**

#### **Virtual Coffee Chat Session**

Join us on January 10, 2023 from 7:30-8:30 pm for our first virtual session

BMW CCA Regional VP Simone Harrison is our special guest

Simone will be sharing what the BMW CCA has in store for 2023 & there will be a Q&A session for members to ask those burning questions about.

Registration is open on MSR via the following link [Virtual Coffee Chat with Simone Harrison](#)

Meeting link will be provided approximately a week prior to the event

### **July 27-30, 2023 – Registration is Open**

#### **BMW M-School at The Performance Center in Greer, SC**

*Registrations are limited to the first 30 registrants & will be open exclusively to Blue Ridge Members for the first 7 days.*

This will be a fun packed weekend for attendees!

We will also experience tours at the BMW CCA Foundation Museum, the Zentrum Center, & a 2 hour guided tour of the Greer Assembly Plant

Registration is open on MSR via the following link [BMW M-School Performance Experience](#)

**[Additional Events will be posted, so keep a close eye out for updates!](#)**

## **Street Survival Course Volunteers:**

We will be hosting a Tire Rack Street Survival Course in 2023. We are in need of volunteer instructors, coaches, course admins & many more roles. If you like the idea of giving our young drivers a valuable learning tool in handling everyday driving situations, then this is the spot for you. If you would like to volunteer for this invaluable event, please reach out to our Events Director Bruce Bigham. Please send an email via this [email address](#)

For any questions regarding events or if you would like to volunteer to assist with events, please reach out to the Events Director, [Bruce Bigham](#)

