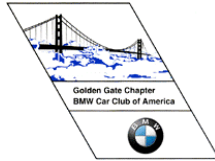


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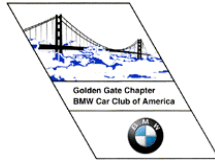
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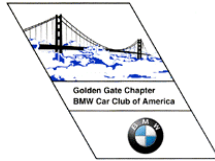
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1. Board Organization

- a) The Chapter is managed by a board elected annually by the membership. Each board member has one vote, majority votes prevail.
- b) Organization Chart
 - i) Section 13 contains a complete set of organization charts
- c) Position Descriptions
 - i) Section 12 contains a list of position descriptions
- d) Authorities
 - i) Only through board resolutions may funds be allocated.

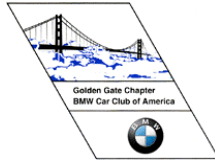
2. Financial

- a) Minimum Reserves
 - i) The Treasurer shall ensure that sufficient cash reserves are retained to enable normal Chapter activities to continue for six months in the event of the national BMW CCA dissolution.
- b) Signature Authority
 - i) Elected board members are the only individuals authorized to sign chapter checks.
 - ii) Checks exceeding \$5,000 must have two board member signatures.
- c) When events are committed, the expense funds shall be allocated to accounts reserved for that event.
- d) Bookkeeping
 - i) The chapter shall use commonly available commercial software, QuickBooks, for accounting.
- e) Banking
 - i) The chapter funds shall be managed using a multi-branch, multi-county bank.
- f) Capital
 - i) Purchased items with an item purchase price of \$500 or more shall be capitalized. Items costing less than \$500 shall be expensed.



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- ii) Capital items shall be depreciated over the items useful life with depreciation dollars moving from cash through expense to capital reserve on a monthly/quarterly basis



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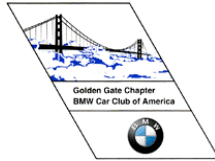
- g) Equipment Reserve
 - i) An equipment reserve funded by a fixed amount taken from driving school entry fees, for the purchase of expense items like instructor shirts, communicators, and helmets shall be established and managed.
- h) Financials shall be published quarterly in the newsletter.
- i) Expenses
 - i) Expense claims must be filed or made known to the treasurer with 45 days of the expense.
- j) Club Racing Stewards' Expenses
 - i) The chapter is responsible for the expenses of Club Racing Stewards who are assigned to events that the chapter hosts. This establishes limits on those expenses.
 - (1) Transportation
 - (a) The chapter will reimburse for one compact rental car for each event, if one is required, regardless of the number of stewards assigned.
 - (i) The chapter will reimburse fuel costs for this rental car.
 - (ii) The chapter will not reimburse for optional insurance if selected.
 - (2) Hotel
 - (a) The chapter will reimburse for up to two hotel rooms, one for the Competition Steward and one for the Technical Steward.
 - (b) Hotel reimbursement rate will be at the negotiated event rate.
 - (i) If there is no designated event hotel the standard GSA rates for the location are the applicable limits.
 - (3) Food
 - (a) The chapter will reimburse for food using the GSA per diem rates for the location.
 - (i) The GSA first and last day limitation shall apply.
 - (4) Miscellaneous
 - (a) Miscellaneous expenses are provided for within the GSA daily per diem rates.
 - (5) Reimbursement Period
 - (a) The chapter will reimburse for the number of days the event is scheduled.
 - (i) A two-day event (Sat, Sun) is entitled to two room nights, three rental car days, three per diem days (presumes Fri arrival).
 1. Should travel arrangements preclude departing on the last event day, prior approval for a third night/car/per diem must be made in advance.



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3. Mail, E-Mail, and Website Policies

- a) Mail List
 - i) The chapter mail list will not be sold.
 - ii) The chapter mail list will not be leased.
 - iii) The chapter may authorize its mailing house to use the chapter mailing list for third party materials.
 - (1) The list shall not be delivered to the third party.
 - (2) The materials will be relevant to chapter activities.
 - (a) The materials will not be solely commercial advertisements for vendors.
- b) Chapter Mail Box
 - i) Our Charter requires us to maintain a permanent mailing address.
 - ii) We have the mailing address, at a UPS Store:
909 Marina Village Parkway #189
Alameda, CA 94501
 - (1) Mail is automatically forwarded to the Treasurer.
 - (2) Treasurer pays for the box rental.
 - (3) Treasurer replenishes mail forwarding fees.
- c) Email List
 - i) New members will be automatically subscribed to the email list.
 - ii) Members will have a clear and simple mechanism to unsubscribe from the list.
 - iii) The list will be used to promote chapter activities.
 - iv) The frequency of mailings to the list is restricted to three times per month at a maximum; once a month is the desired usage.
- d) Website
 - i) Content ownership by page:
 - (1) Home: Communications Manager
 - (2) Calendar: Communications Manager
 - (3) Driving Events: Driving Events Coordinator
 - (4) GGC Talk: Communications Manager
 - (5) Chapter Info: managed by Communications Manager, but specific sections:

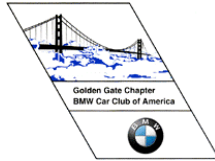


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- (a) Treasurer owns Finances
- (b) President owns Overview
- (c) Secretary owns Meeting Minutes Archive
- (6) Store: Treasurer
- (7) Links: Board
- (8) Join the Club: Membership Chair
- (9) Site credits, site structure/navigation, technology infrastructure, administration: Webmaster
- ii) Changes/Updates
 - (1) Content Owners request changes via the Communications Manager.
 - (2) Webmaster controls who has access to the CMS.
- iii) Change Process
 - (1) If anyone wants to update content on an existing page, they work with the content owner.
 - (2) If anyone wants to move content from one section to another, they again work with the content owners of the pages in question.
 - (3) If someone wants to create new pages and/or navigational items, they work with the Webmaster (who may work with the President) to assign content ownership.

4. Newsletter Operations

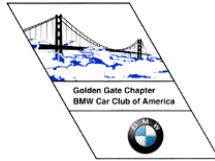
- a) Guidelines
 - i) Advertising rates require board approval
 - ii) Printing and mailing contracts require board approval
 - iii) Editor contracts require board approval
 - iv) 10 issues per year shall be published with Nov and Dec combined and Jan and Feb combined
- b) Budget
 - i) The newsletter shall be funded with 80% of the month membership dues received by the chapter plus 100% of the advertising revenue.
 - ii) Publishing decisions such as number of pages, content to advertising ratio, etc are entirely within the authority of the publisher (designated board member) and the newsletter editor. The one condition is that these decisions do not place the annual financial condition for the newsletter in a negative position.



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5. Event Planning

- a) Event Proposal
 - i) Every event shall be presented to the board for approval.
 - (1) No event shall be calendared prior to receiving board approval.
 - (2) Multiple events for annual programs may be combined into a single proposal.
 - (a) Driving Schools, Autocrosses, etc.
 - ii) The event proposal shall contain a preliminary budget that shall estimate:
 - (1) Expenses
 - (2) Proposed fees
 - (3) External sponsorship
 - (4) Risk
 - (a) Worse case financial outcome to the chapter.
 - iii) The proposal must be presented to the board sufficiently in advance of the event to allow for it to be considered at a regular board meeting and for the event to be published in the newsletter calendar providing the members with at least two weeks notice prior to the event.
 - (1) When circumstances cause an accelerated cycle, the board may meet by conference call to consider a proposal. If the proposal is approved the event will be announced via the web site and any email list maintained for such notification purposes.
- b) Approval of Events will be based upon:
 - i) Financials
 - (1) Generally each event should stand alone financially.
 - ii) Member benefit
 - (1) The chapter may choose to underwrite events based upon perceived member benefit.
- c) Event Reporting
 - i) A final report will be presented to the board within 90 days after the event to include:
 - (1) Performance to budget
 - (2) Suggestions, issues, lessons learned for the future.



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6. Chapter Event Membership Requirements

For all chapter events that have an event registration fee, all registrants must be members of the BMW CCA.

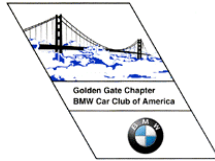
This requirement is to protect the club's not for profit status which requires the chapter to track revenue from members and non-members separately. Further, if revenue from non-members exceeds 15% of the total revenue our not for profit status is jeopardized and the chapters tax status changes. The GGC recognizes that tracking member versus non-member revenue is problematic for event managers as well as overall chapter management and therefore has adopted this policy.

Non-members may participate in events and activities that do not have registration fees, and non-members are covered by our event insurance provided they sign the release forms provided by the event manager.

7. Charity Program

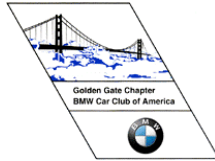
- a) The goals for the charity program are quite straightforward and simply stated. The charity program is intended to:
 - Encourage and support projects and activities which strengthen the communities in which our members live.
 - Encourage member participation and socialization by providing an opportunity to meet other club members in an environment that promotes a charitable cause.
 - Provide relief and encouragement to individuals or their families that are in some way affiliated with the chapter and who are experiencing an extraordinarily trying condition in their lives.

- b) Sponsorship Program
 - i) Focus a significant amount of club resources and effort on a single charity for the period of one full calendar year.
 - ii) Generally, this charity would be a non-profit community organization.
 - (1) For the purpose of this policy a "non-profit community organization" is defined as any non-profit group, agency or service whose primary aims are to improve the quality of life to sections of the community or provide targeted welfare or other support.
 - iii) Sponsorship of a local charity will typically include direct fund raising activities for the designated charity as well as direct personal involvement of club membership at an organized work party.



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- iv) In addition the club may provide informational, contribution, and volunteer opportunity links to the charity through our website and newsletter.
- v) Specific principles of operation of the sponsorship program include:
 - Program shall comply with the guidelines used for the National BMWCCA charity contribution reimbursement plan and with those used by the ZF foundation charity sponsorship program.
 - Program must avoid of any real or possible conflict of interest in which a member of the charity committee or a board member personally benefits from the charity selection.
 - No payment, compensation, or services shall be directly or indirectly provided to a charity committee or board member.
 - Program will not support political parties or organizations. We will not usually support individuals, ethnic, political, or religious organizations, expeditions, study tours, sports clubs, or third party fundraising events.
- vi) Proposals for sponsorship projects shall be solicited from the general chapter membership and shall be submitted by the charity committee to the board for review and approval.
- vii) Specific criteria for selecting the sponsorship program beneficiary organization include:
 - Evaluation of the community benefit of the target project.
 - Evaluation of opportunities for direct involvement of club members in a social setting.
 - Completion of a sponsorship proposal request.
- viii) The sponsorship proposal request shall include the following information:
 - Name of Organization:
 - TIN#:
 - Name of Contact Person:
 - Title of Contact Person:
 - Phone of Contact Person:
 - Address of Organization:
 - Organization website:
 - Where is the organization located?
 - Which areas receive benefits from this organization's work?
 - How many individuals, families or groups were served by the agency last year?
 - What percentage of the sponsorship contribution will be used in local areas?
 - Is this organization exempt from payment of income tax under section 501-3 of the Internal Revenue Service code?

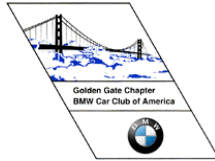


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- What is the purpose/goal of the sponsorship including an estimation of the total sponsorship funds proposed and how the funds will be used.
- Does this organization have any specific religious, ethnic, or political affiliations?
- What direct hands-on volunteer participation opportunities are available for GGC members?

c) Donation Program

- i) Whereas the sponsorship program is intended to provide club support and assistance to a community based organization over the period of a year, the donation program is a mechanism to allow the club to quickly respond on a short term basis in a spirit of assistance to extraordinary circumstances that are experienced by a club member or their family, or by someone who is directly affiliated with the club in some way. Most often the donation program will provide a direct financial contribution to an individual.
- ii) Donations made through the club donation program will normally be made to an individual or to a family and not to a recognized charitable, non-profit, or tax-exempt organization. Contribution amounts do not have a fixed value, but must be individually approved by the board and must honor the fiduciary fiscal responsibilities of the board towards the club membership. Proposals for a donation made under this program may be made by any club member to a charity committee member or to a board member.
- iii) Specific criteria used for selecting beneficiaries of the donation program shall include:
 - The beneficiary or their family must have some direct affiliation with the club – usually by being a club member.
 - The circumstances or events endured by the beneficiary should be extraordinary and unforeseen.
 - While admittedly difficult to quantify, the donation should make a tangible impact in assisting the beneficiary or their immediate family.
- iv) It is anticipated that there could be many sponsorship, donation, and other charitable contribution and involvement requests each year.
 - (1) One of the purposes of this charity policy is to provide a framework for a consistent response to such requests. While flexibility in considering and evaluating such requests is highly desirable, an organized and consistent response is also warranted.
 - (2) Wherever possible, charitable request should be formulated in a manner that lends them to being addressed by either the sponsorship program or by the donation program.



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- (3) However, ad-hoc requests and responses are also permissible. A specific example may be used for illustration. Perhaps a club member is participating in a program in which pledges are solicited for the member to participate in an activity such as a bike-a-thon or walk-a-thon that will benefit a charitable cause. While the club would generally not choose to directly sponsor the member in this worthwhile endeavor, it would be reasonable to donate a classified ad in the club newsletter to allow the member to solicit pledges from other club members.
- (4) The chapter will also actively strive to provide support for charitable efforts organized by the national BMW CCA organization and those that are somehow affiliated with BMW automobiles and enthusiasts. An example of this would be the Susan G. Koman foundation efforts in which our chapter would help to provide awareness of and support for these activities through our club newsletter and email facilities.



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8. Insurance

- a) General rule of thumb is that each and every Chapter activity should have an insurance certificate. Insurance certificates should be ordered 30 days in advance of the activity using the form available on the National web site.
- b) Static Activities
 - i) If the chapter is hosting a tech session at a dealer or independent shop a certificate should be pulled; or if the chapter is hosting a holiday party or meeting at a restaurant -- those types of certificates cost nothing but offer protection, especially if alcohol is being served. Events at private residences should obtain certificates. Board meetings should have certificates. In all cases where a certificate has been issued, waivers must be signed.
- c) Dynamic Activities
 - i) Anytime we have an activity with more than four wheels turning a certificate is required. This means even if three or four people in two or three cars are caravanning to a club event, a 'tour' certificate should be obtained. So - any activities where more than one car is involved and more than one member is involved -- a certificate is needed and releases must be obtained from all participants prior to commencement of the activity.
- d) Excluded Activities
 - i) Excluded from coverage are concerts, amusement rides, thrill shows, karting, competitive events where no effective system is in effect to collect Release and Waiver forms or where members of the general public are permitted to enter restricted areas without signing Release and Waiver forms.
- e) Activities with Rebates
 - i) National provides 100% rebates for the following activities: Concours, Car Show, Rally and Tours. The rebate form must be filed within 30 days of the event. The form is available on the National web site.
- f) Costs
 - (1) Visit the BMW CCA national website for the current year's premiums.

9. Standard Meetings

- a) Board Meetings



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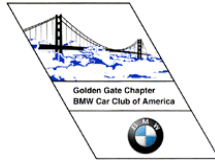
- i) Board meetings shall be held regularly and not less than once every 90 days.

10. Board Appointments

- a) For each position appointed by the board the following process shall be applied.
 - i) Review, author if necessary, the roles and responsibilities (position description) for the position.
 - ii) Share the description with the candidates and to ensure they understand the position.
 - iii) Request a very short message (e-mail or other) from each candidate summarizing why they are a good fit for the role
 - iv) Simple vote by the board
 - v) Contact candidates to inform them of the boards decision
- b) Specific appointed positions should be considered for additional appointment to member at large board seats.
 - i) Driving Events Coordinator
 - ii) Communications Manager

11. Meeting Archives

- a) An archive of board meeting minutes shall be maintained.
 - i) All members shall have unrestricted access.
 - ii) The archive content shall be searchable.



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12. Job Descriptions

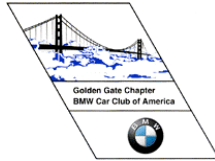
a) President

i) Function:

The President shall represent the chapter both internally to the BMW CCA as well as externally to other clubs, organizations, and associations.

ii) Responsibilities:

- (1) The President shall officiate at all Golden Gate Chapter meetings.
- (2) When engaged with entities external to the chapter the President must represent the Chapter rather than their own agenda or positions.
- (3) The President must participate and use their board vote as an individual and in the best interests of the members.



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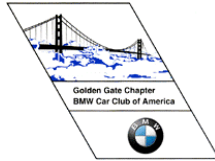
b) Vice President

i) Function:

Shall assume and perform the duties of the President in case of the absence, death, inability, or refusal of the President. In so acting, the Vice President shall have all the powers and restrictions of the President. The Vice President shall further perform, implement, or otherwise attend to any such other duties as from time to time may be assigned by the President and fellow board members in developing and implementing projects and policies.

ii) Responsibilities:

- (1) Attend required board meetings unless sickness, job or serious personal matters prevail.
- (2) Reply promptly to specific requests for input on matters of Club policy, procedures, and questions the must be resolved from other Board members, copying all where applicable.
- (3) Maintain the capability to take assume the Presidential role by understanding and observing the duties of the President.
- (4) Oversee organizational functions.



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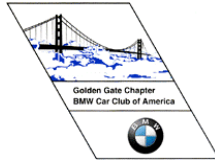
c) Secretary

i) Function:

The Secretary is responsible for ensuring that accurate and sufficient documentation of board discussions and other board business exists; recording minutes of meetings and ensuring their accuracy and availability. The Secretary further facilitates effective communication both within the chapter and between the chapter and BMWCCA national.

ii) Responsibilities:

- (1) Prepares and maintain minutes and records for all board meetings.
- (2) Reviews, monitors, and verifies accuracy of the meetings' minutes, and circulates to all Directors.
- (3) Maintains records of the board and ensures effective management of organization's records.
- (4) Captures and monitors goals and next steps from board meeting.
- (5) Act as primary communications conduit between chapter and national organization – owning submission of forms and materials as necessary.
- (6) Is sufficiently familiar with chapter documents (articles, by-laws, IRS letters, etc.) to note applicability during meetings.



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d) Treasurer

i) Function:

The treasurer is the Chief Financial Officer for the chapter. Keeps and preserves the records and books of accounts reflecting the financial condition and operation of the Chapter and any corporate documents that obligate the Chapter financially.

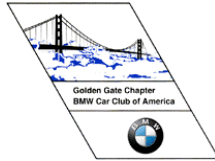
ii) Responsibilities:

- (1) Depositing the chapter's money, in a timely manner, into the chapter's checking account(s).
- (2) Paying the chapter's bills, in a timely manner, by issuing checks written on the chapter's checking account. This includes reviewing the invoices to ensure that they are not duplicates and are truly expenses of the chapter.
- (3) Recording the deposited money into the chapter's financial management system, in a timely and correct manner. This includes the money that has been electronically transferred into the chapter's checking account (i.e. PayPal, BMW CCA membership dues)
- (4) Recording the chapter's expenses and payments into the chapter's financial management system, in a timely and correct manner.
- (5) Reconciling the chapter's bank(s) statement(s) each month, in a timely manner.
- (6) Preparing correct and up to date financial statements for the chapter.
- (7) Presenting the correct and up to date financial statements to fellow chapter board members for their review and information at each chapter board meeting.
- (8) Presenting the correct and up to date financial statements to the newsletter editor for publishing in the chapter newsletter on at least a quarterly basis. (i.e. – year to date financial statements as of March 31, June 30, September 30, and December 31)
- (9) Comparing each event's budgeted income and expenses vs. its actual income and expenses.
- (10) Assisting event managers with creating budgets for their chapter events.
- (11) Determining a plan where the chapter can create and keep an operating reserve equal to 6 months of operating expenses.
- (12) Maintain the chapter's physical accounting records – paid invoices, bank statements, deposit records, etc.



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- (13) Prepare (or ensure that they are prepared) the chapter's annual non profit tax returns – for both the IRS and the Franchise Tax Board.
- (14) Provide the final annual financial statements to the national office of the BMW CCA for their files.
- (15) Provide the final annual financial statements to the newsletter editor for publication in the chapter newsletter.



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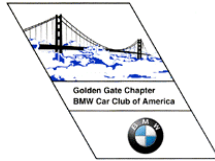
e) Membership Chair

i) Function:

The Membership Chair shall represent the chapter both internally to the BMW CCA as well as externally to other clubs, organizations, and associations. Assists chapter members with questions related to membership in the Golden Gate Chapter of the BMW CCA and BMW CCA, and assists in chapter efforts to retain current BMW CCA members and recruit new members.

ii) Responsibilities:

- (1) The Membership Chair shall participate at all Golden Gate Chapter meetings.
- (2) When engaged with entities external to the chapter the Membership Chair must represent the Chapter rather than their own agenda or positions.
- (3) The Membership Chair must participate and use their board vote as an individual and in the best interests of the members.
- (4) The Membership Chair must recruit and/or support a group of Area Representatives that are active in promoting membership and social contact between members of the Golden Gate Chapter. The Area Representative program utilizes Chapter Members in a volunteer role throughout the Golden Gate Chapter geographic area. Area Representatives provide a local resource to assist in membership questions.
- (5) The Membership Chair shall provide BMW CCA membership applications and informational material to GGC area dealers, advertisers and interested parties to help maintain membership levels.



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f) Editor-in-Chief, Die Flusternde Bombe

i) Function:

Create imaginative covers, and create open and readable layout for a 32-page magazine. Strive for content that is informative, up-to-date, and entertaining. Produce 10 issues per year, on a monthly publishing schedule with the exception of two combined issues for Jan/Feb and Nov/Dec.

ii) Characteristics: This is a paid contract position, reviewed annually by the Board.

iii) Responsibilities:

- (1) Keep contact info updated as information comes in
- (2) Format content & layout to fit
- (3) Proof content for corrections
- (4) Edit content and fill as needed
- (5) Sort monthly membership file and pull new members info
- (6) Collect ads from Classified Editor, sort and format classifieds
- (7) Collaborate with writers for article clarification and/or final approval
- (8) Collaborate with Assistant Editor for final proofing
- (9) Collect photo images from various sources, adjust photos for fit & layout, convert to grayscale or CMYK and adjust quality or color
- (10) Place all ads to fit space available
- (11) Assemble package for printer, burn CD with all files needed for printing (fonts, images, text, layout files)
- (12) Assemble mailing lists for printers
- (13) Fed Ex package to printers
- (14) Coordinate print schedule
- (15) Send ad list with page numbers to Treasurer, Ad Manager, and Communications Manager
- (16) Create PDF of each issue for web and send to Communication Manager.
- (17) Occasional communication with various advertisers on their ads: timing, sizes, etc.



GGC Operations Manual

- (18) Ad creation:
 - (a) Will create ads from art and text provided by advertiser.
 - (b) Cost will be an hourly rate charged to the advertiser.
- (19) Maintain lines of communication with those involved with the circulation of GGC information including:
 - (a) Communications Manager
 - (b) Assignments Editor
 - (c) Driving Events team
 - (d) Chapter officers, etc.
- (20) Assist in assignment of chapter newsletter articles.
- (21) Assist in scouting and developing new contributing writers for the newsletter.



GGC Operations Manual

g) Account Representative

i) Function:

The Account Representative for the Bombe Magazine is a high profile position for the club. It is the only position that is not only voluntary, but one that also offers a compensation plan. Because of this, it is imperative that the representative not only be personable with advertisers, but also accountable as this position involves monies that help support the club newsletter.

ii) Responsibilities:

(1) Ad Process

(2) Solicit existing, past or new advertisers for the club magazine.

(3) Inform the advertiser of their ad options and pricing.

(4) Suggest the most effective advertising options to the advertiser.

(5) Help the advertiser with the insertion order form as well as assist in the artwork handoff.

(6) Suggest having advertiser give art to Account Representative, then to Bombe.

(7) Receive payment from the advertiser and/or forward payments to the club treasurer.

(8) Coordinate, manage and forward artwork between the advertiser and the Bombe production staff

(9) Relationships

(10) Once a quarter, contact advertisers on accounts list.

(11) Make contact in the form of one of the following:

(i) Ask if the advertiser would like to place a new ad

(ii) Ask the advertiser how an existing ad is performing

(iii) Simple call to say Hi and is there anything "I can do for you?"

(12) Ad Performance

(13) Once a quarter, contact advertisers on accounts list.

(14) Query advertiser concerning response and conversion rates

(i) Ask about a measurable response rate - calls, sales, etc.

(ii) Ask based on measurable time - month, quarter, etc.

(iii) Ask if the ad met goals or expectations

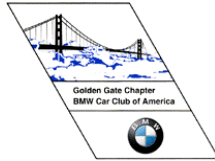
(15) Suggested Responsibilities:

(16) Attend Events

(i) Once a quarter, attend a GGC event to network with potential advertisers

(17) Solicit New Advertisers

(i) Tell potential advertisers about the Bombe, its conversion rates and performance.



GGC Operations Manual

iii) Performance Expectations & Compensation

- (1) Tax status with the club will be as an independent contractor, not a salaried employee of the club. Compensation is strictly on a commission-only basis.
- (2) Because the club has authorized a compensation package for the Bombe advertising, there will of course be a level of performance that must be maintained in order to remain as an Account Representative. Failure to adhere to these minimum performance standard and/or responsibilities will result in the termination of the Account Representative
- (3) The basic performance requirements of the Sales Representative are as follows:
- (4) Accounts and Sales
- (5) The account representative must have placed at least 5 insertions within a quarter.
 - (i) Thus within a 3 month period, total client list must have bought at least 5 ads in the Bombe.
- (6) Total client list must be at least 10 clients, with 5 of them active per quarter.
 - (i) At least 5 clients need to buy an ad within a 3 month period.
- (7) No more than one complaint per year.
 - (i) Given that this position is so high profile for the club, no more than 1 complaint per calendar year (every 365 days) can be received. Complaints are defined as: advertiser complaint to the club about personality, ethics, money handling, etc. or the dissatisfaction by a member of the chapter board concerning behavior, processes and procedure issues, etc.
- (8) Notice of unavailability.
 - (i) If the Account Representative is unavailable to clients for a time, clients must be made aware and arrangements must be made with other account reps to “cover” during the absence.
- (9) Compensation
 - (i) Upon a successful ad insertion (insertion order completed, payment made and placed for release), the BMW CCA Golden Gate Chapter will issue a check in the amount of 20% of the value of the insertion order within 30 days.
 - (ii) To receive compensation, the Account Representative must present copies of the completed insertion orders to the treasurer as proof. The treasurer will then compare payment checks against the representatives’ insertion orders.



GGC Operations Manual

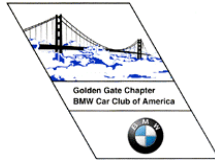
h) Area Representative

i) Function:

The Golden Gate Chapter has most of its members spread out over a 4000 square mile area and the position of Area Representative was created to provide local contacts for members. The goal of the Area Representative is to work with the Membership Chair to develop a sense of community for a very large and geographically spread out Chapter. Area Representatives should take an active role in fostering regional contact between members.

ii) Responsibilities:

- (1) Attend a Chapter Board Meeting at least once a quarter.
- (2) Keep up to date with Chapter meeting minutes and current events
- (3) Assist members with questions regarding club operations, rules, events, etc. by making themselves available via email or telephone. Responses to messages shall be no more than 48 hours except in cases where travel takes the representative away from the Bay Area.
- (4) Organize social events for their area at least once every 6 months. Some examples: Formula 1 Race watching parties at a local establishment; weekend breakfast or lunch arranged at a restaurant; weekend driving tours. These events should be designed to help members meet each other and new members to establish contacts within the Chapter.
- (5) Personally welcoming new members in their region to the chapter by email or phone contact as a follow up to a written welcome letter sent by the Membership Chair. The welcome should include an invitation to an upcoming local social event or Board meeting.
- (6) Provide feedback to the Board regarding member concerns or ideas.



GGC Operations Manual

i) Club Race Coordinator

i) Function:

Coordinate club racing activities between the chapter and the sanctioning body.

ii) Characteristics:

This is an annual appointed position under the Driving Events Coordinator. This Chapter Representative must be a chapter member in good standing, should be a licensed club racer or have participated previously in the BMWCCA Club Racing Program as a means of ensuring that there is adequate knowledge of the program.

iii) Responsibilities:

(1) Event Planning:

(2) Develop an annual event plan for chapter hosted club races.

(3) The plan shall include a budget for each planned event.

(4) This plan may include arrangements with multiple hosts for the event, an independent chapter activity or a joint chapter event coordinated with another event coordinator.

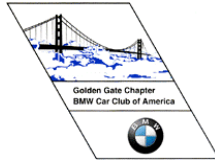
(5) Each event may have a different expense base that must not be overlooked.

(6) Event Approval: subject to the Driving Event Coordinator approval.J

(7) At a minimum, the club and the chapter and their officers and officials shall be included as named insured on the insurance coverage for each event.

(8) Event Operation:

(9) Each host may have a specific set of requirements that are tasked to the chapter; The club race coordinator will ensure these requirements are completed.



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j) Communications Manager

i) Function:

Manage external communications to chapter members via the chapter web site, newsletter and monthly event email reminders.

ii) Responsibilities:

- (1) Maintaining up-to-date, accurate content on the chapter web site.
- (2) Sending monthly event email reminders to chapter members.
- (3) Assist the newsletter editor-in-chief with maintaining the newsletter calendar of events.



GGC Operations Manual

k) Assignments Editor

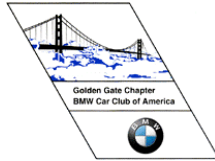
i) Function:

Manage external communications to chapter members via the chapter newsletter.

ii) Responsibilities:

(1) Assist the newsletter editor-in-chief with:

- (a) Gathering and tracking content for each month's newsletter.
- (b) Sending monthly content deadline reminders to contributing writers.
- (c) Assignment of chapter newsletter articles.
- (d) Scouting and developing new contributing writers for the newsletter.



GGC Operations Manual

I) Driving Events Coordinator

i) Function:

Administer the Driving Events Program as a sub-business of the Golden Gate Chapter according to common business management principles

ii) Responsibilities:

- (1) Maintain fiscal responsibility for all facets of the Driving Events Program, producing an overall budget that, at a minimum, breaks even on a yearly basis
- (2) Manage all operational aspects of the Driving Events Program including:
 - (a) Staffing
 - (b) Scheduling of events and tasks
 - (c) Equipment management
 - (d) Venue relationships
 - (e) Sponsorship acquisition and maintenance
- (3) Coordinate equipment purchase approval where the fiscal expenditure is outside of the ordinary operations of the Driving Events Program
 - (a) Purchase proposal prepared by activity coordinator/project manager.
 - (b) Present event proposal to the Board.
 - (c) Advise event coordinator/project manager of Board decision.



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m) Technology Manager

i) Function:

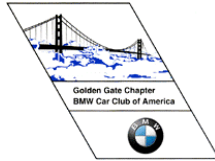
Manages any technology that facilitates in the functioning of the club, overseeing purchasing decisions and defining a general direction for the use of new and existing technology.

ii) Responsibilities:

- (1) Manage Admin Positions
- (2) Manage the roles that setup and maintain the components on a day to day basis.
- (3) Manage Developers
- (4) Manage project developers, monitoring progress and helping to set milestones.
- (5) Manage Purchases
- (6) Track and manage the acquisition of assets including at least:
 - (i) domain names.
 - (ii) web hosting service.

iii) Non-Responsibilities:

- (1) Content Accuracy or Proofreading
- (2) The communications manager is in charge of content; the technology manager provides the means to convey it.



GGC Operations Manual

n) Webmaster

i) Function

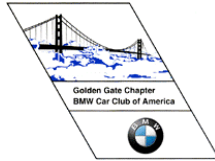
Manage the technical aspects of the chapter website facilitating chapter members to post information on the website promptly.

ii) Responsibilities:

- (1) Design and Develop Website
- (2) Publish content on the website.
- (3) Develop/maintain a system so that others can easily publish content themselves.
- (4) Manage Website Dependencies
- (5) Manage databases, web servers, and server add-ons that are directly related to the functioning of the website.

iii) Non-Responsibilities:

- (1) Content Accuracy or Proofreading
 - (a) The communications manager is in charge of content; the technology manager provides the means to convey it.



GGC Operations Manual

o) Social Events Director

i) Function

The Social Events Director (SED) shall serve chapter members' interests by bridging the gap between the chapter's performance driving events and fun, social activities.

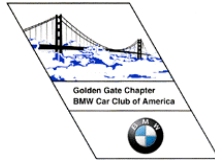
The chapter has a responsibility to its members to seek out and produce events that appeal to a broad audience. The SED may request help from the board, area representatives, or other volunteers to assist in the execution of events.

You should be self-motivated and willing to expand the role of the SED as needed to help our chapter retain membership and provide memorable events for all. The ideal candidate will create new opportunities as well as continue the tradition of our current and most popular events.

Communication and project management skills are vital to the success of the position. Most importantly, you have a responsibility to the membership to properly organize, inform, and produce your events without delay once the event is announced. You will work closely with the chapter Communications Manager to promote all events.

ii) Responsibilities:

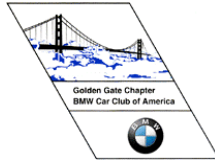
- (1) Work closely with the Membership Chair and Communications Manager
- (2) Manage and promote all social events as requested by the Board
- (3) Create and promote fun, non-competitive events of any nature related to member interests including but not limited to:
 - (a) Drives and tours
 - (b) Corrals at various club events
 - (c) Concours or "wash and shine" events
 - (d) Create social events around the club's annual motorsports activities such as Festorics, ALMS, San Jose Grand Prix, etc.
 - (e) Picnics and BBQ's
- (4) Write announcements, advertisements and 'blurbs' for our website, and newsletter
- (5) Submit insurance requests in accordance with chapter rules
- (6) You serve as an ambassador to the members of GGC and BMW CCA



GGC Operations Manual

iii) Preferred Skills:

- (1) Project management: schedules and budgets
- (2) Event Management: detail oriented
- (3) Writing: promotional material, email, web, print
- (4) Communication: internal and external, conflict resolution, personable, likeable
- (5) Patience and understanding: we are all volunteers

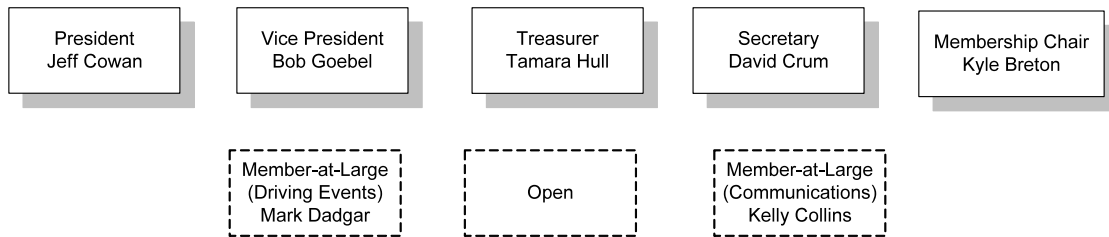


GGC Operations Manual

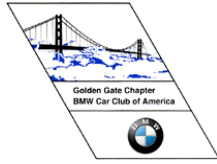
13. Organization Charts

a) Board

Golden Gate Chapter BMW CCA BOARD

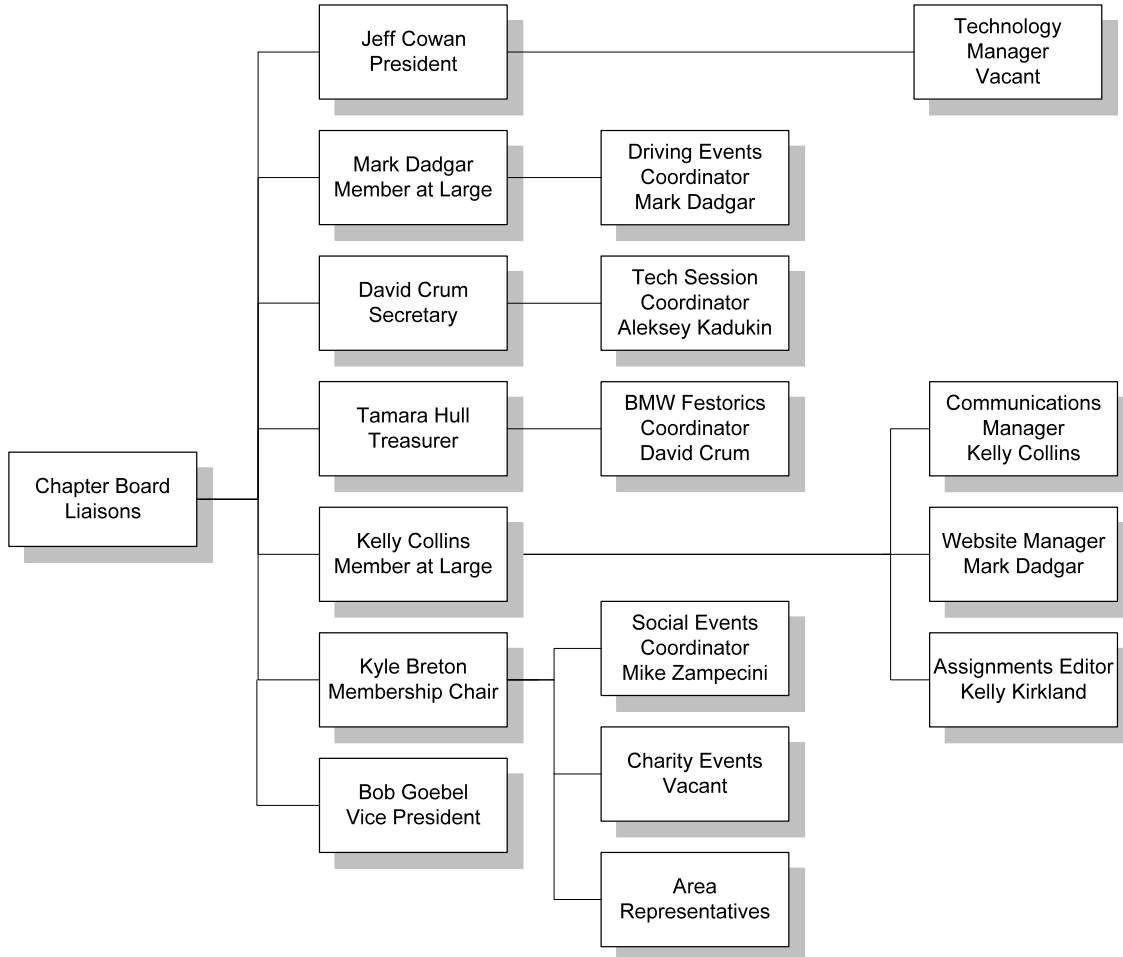


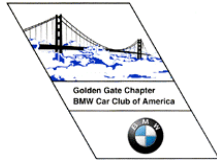
Legend: Appointed
positions



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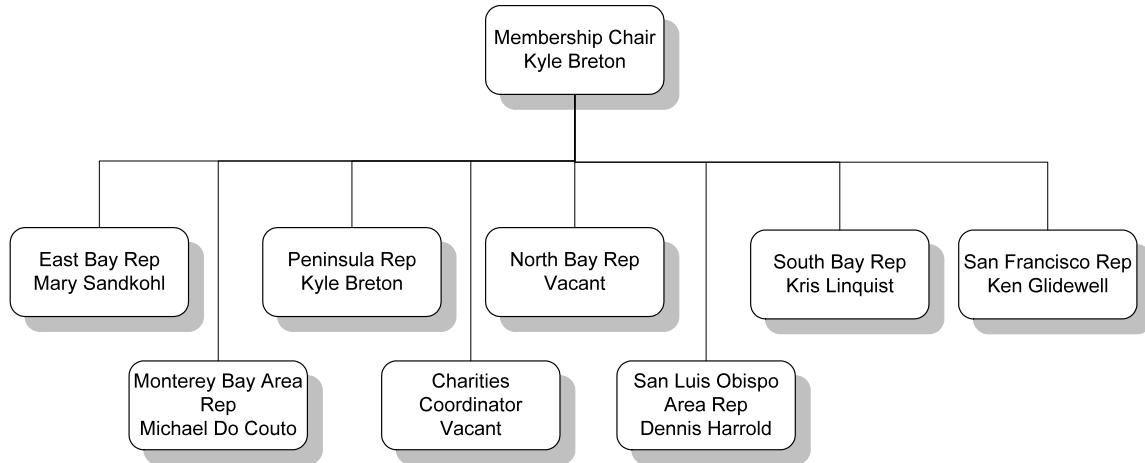
b) Board Liaisons





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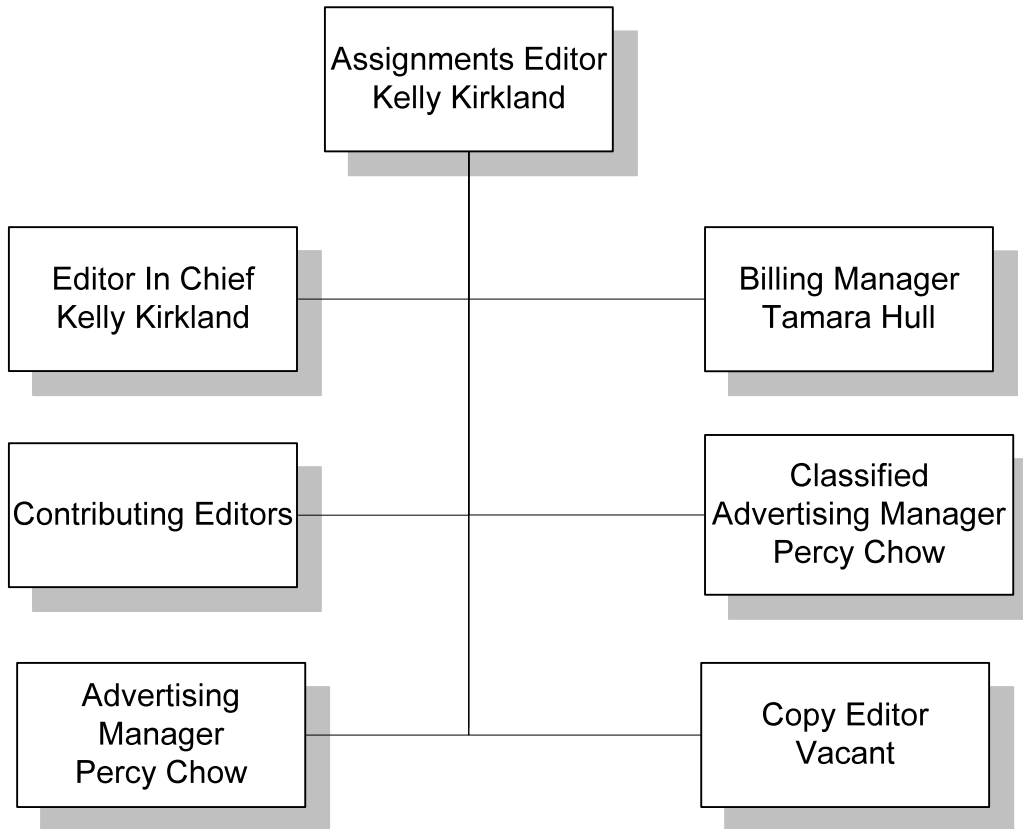
c) Membership

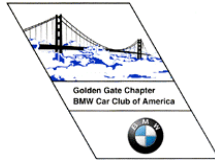




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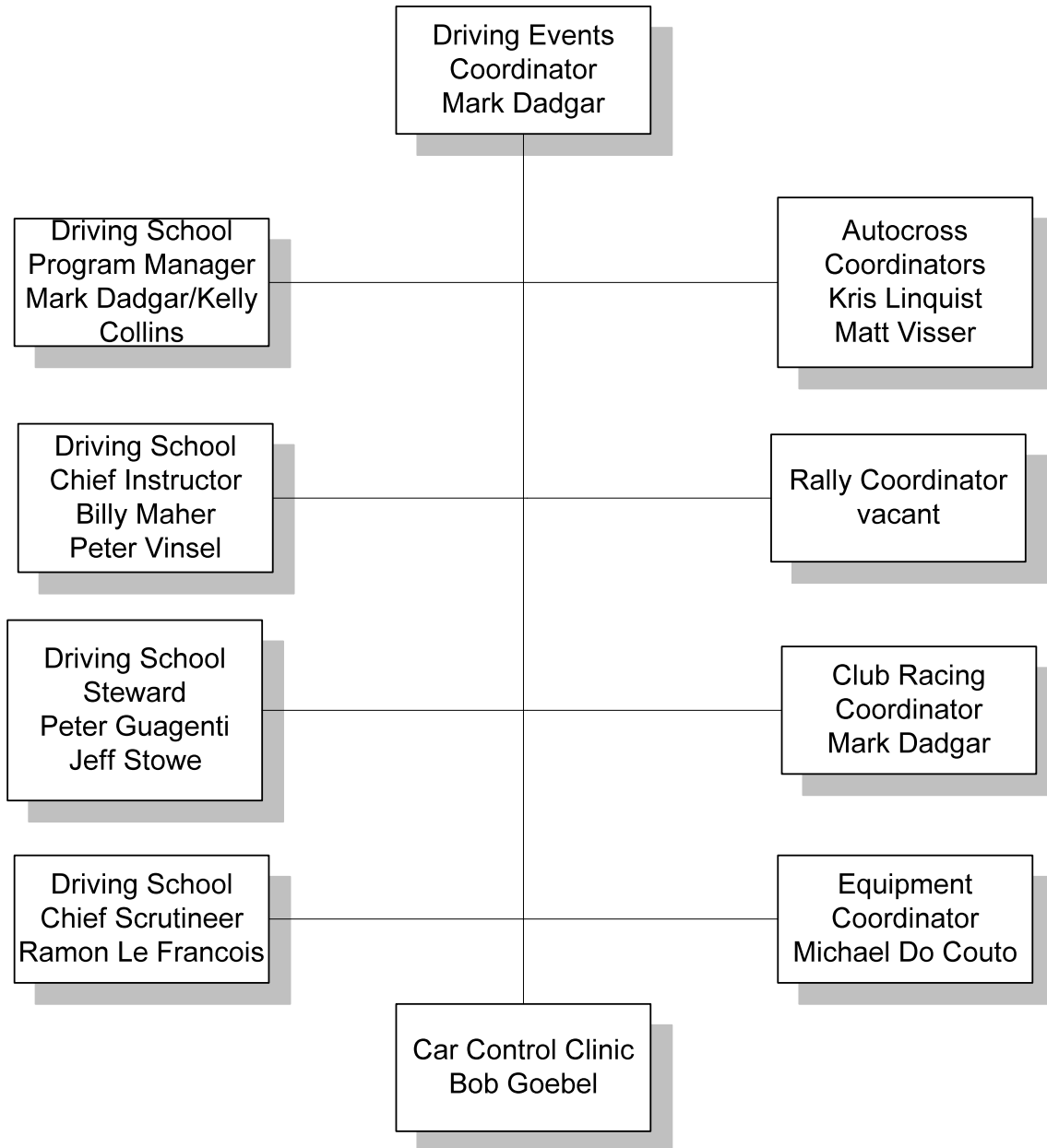
d) Newsletter

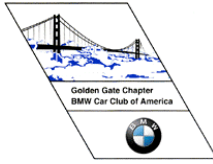




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e) Driving Events Coordinator





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f) Driving School Program

