

*The following policy was adopted at the March 4, 2004 Board meeting and will be supported by the current Board of Trustees (BoT) until their term expires. Please understand that each newly elected Board of Trustees is able to continue, terminate, or amend this Regional Representative Program and the official Regional Rep designation with their own policies. The following boxed excerpt is from revision F, approved on February 15, 2005 and is currently in effect:*

**9) Financial Support for Regional Promotions:** *This BoT endorses promotion of the Association by any member who has been pre-approved to do so in a specific local region. These regional promoters will be referred to as Regional Representative or Region Rep (RR) and report directly to a Regions Coordinator or the BoT. The RA will provide reimbursement to any Region Rep who incurs expenses within their region for operations and communications with local BMW clubs, RA members, BMW dealers and the general public in the course of promoting the RA and RA regional events and activities. Each event expense will not exceed one hundred dollars (\$100) unless approved by the Regions Coordinator prior to incurring the expense.<sup>1</sup>*

## **BMW RA Regional Representative Program**

**Purpose:** To promote and assist with, local and regional BMW motorcycling and related events organized by a Regional Representative for a Chartered Club of the BMW RA, a franchised BMW Motorcycle Dealer or an Association Member(s). The Regional Representative is to be the voice of the BMW RA to the local membership within their defined service area and serve as an "authorized official" for the RA.

**Regional Representative:** The position of Regional Representative (RR) is intended to consolidate the obsolete positions of District Governor, State/Province Director, Dealer Representative, and Roving Advisors into one newly created position. This official BMW RA designation is strictly an unpaid volunteer appointment filled by a RA member.

**Service Area:** Each RR will usually be able to define their own service area subject to the recommendations of the Regions Coordinator (RC) and the approval of the Board of Trustees (BoT). Only regions wishing to participate will have a Regional Representative and funds allocated for their region's capped-reimbursable budget.

**Program Goals:** To provide a regional "grass roots" outreach to all BMW motorcyclists and BMW motorcycle clubs (whether they are currently affiliated with the BMW RA or not) through focused regional communications by an official Regional Representative or an assistant to the RR. Such communications could consist of (but are not limited to) a semi-annual regional newsletter, event flyers, mailed notices, membership literature distributed to clubs and dealers, targeted electronically broadcast messaging via the Internet, and/or a local news column published periodically within the OTL and/or on space provided to the region on the RA web site, and will be subject to approval by the Regions Coordinator. It is hoped these efforts will provide greater cohesiveness among the region's locally Chartered Clubs, their members, and the Association's leadership. It is further hoped these efforts will directly strengthen the Association's membership and Chartered Club numbers through its goodwill and outreach and that active regions will spawn inactive areas to begin participating in this program.

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<sup>1</sup> "Financial Support for Regional Promotions" is an excerpt from the BMW RA Board of Trustees Policies and Procedures, Part 9), Revision F, 2/15/05

**Duties:** Planning and Promotion – Depending upon the geographic size and the number of clubs within a region, the RR should directly or indirectly plan, promote, direct, and assist with local area gatherings which would interest the RA's membership in that particular locale. Some examples are rides, rallies, camp outs, and eating rendezvous where riders can gather together for companionship, conversation, and the enjoyment of motorcycling. At sometime during each event, the RR or an assistant should address those present on behalf of the BMW RA. A minimum of three organized events per year should be held for a region to qualify for Regional Rep recognition and support by the BMW RA. The RR should also assist any club within their region that has been awarded hosting duties for the annual RA Rally and be on the Rally Committee for that year's event.

Newsletter and General Communications – Each Region Rep is encouraged to publish, twice per calendar year, a newsletter on BMW RA official letterhead with a calendar of regional events that should include BMW Club events (distinguishing the RA Chartered Club events from the others), events organized by the RR or an assisting member, the region's local events sponsored by BMW dealers, and non-BMW specific events of interest to BMW riders (races, all-brand rallies, fund-raising rides, etc.), as well as the annual BMW RA national rally info. The Region Rep's contact information (address, telephone numbers, E-mail address, as may be applicable) should also be included on the official RA letterhead used. Communications with local club newsletter editors within their region will help to facilitate an accurate calendar and interesting text for these publications. When requested, the RC will instruct the Association Administrator (AA) to supply a confidential membership address list or mailing label set, be sent to the RR for use in mailing to that region's RA members. The RR is expected to maintain a complementary mailing list and contact information for all regional BMW motorcycle clubs, franchised BMW Motorcycle Dealerships, the RA Association Administrator (AA), and the Regions Coordinator (RC) to be used for all mailings as well.

Membership and Dealer Service – Region Reps are expected to promote BMW RA membership, assist with local member problems, questions, and concerns, and communicate with local Chartered Club representatives and area franchised BMW Dealerships on a regular basis to promote awareness of the RA and it's regional activities.

Visibility – Region Reps are encouraged to attend as many BMW motorcycling and related events in their region as possible and conspicuously represent the RA.

Reporting – Regional Representatives are encouraged to submit a summary of regionally sponsored activities to the Regions Coordinator (RC) for publishing in the OTL or on the RA web site on a regular basis. These Region Reports will be subject to editing for space by the RC and will hopefully contain a brief calendar of upcoming events along with a brief report of past activities in their area. Region Reports will be expected at least twice per calendar year to maintain a region's "active" status. Region Reps will keep a roster (sign-in sheet) of each regional event, listing the location, date and the participants who attended whether they are RA members or not. These rosters or copies may be periodically requested by the RC to review the region's activity level.

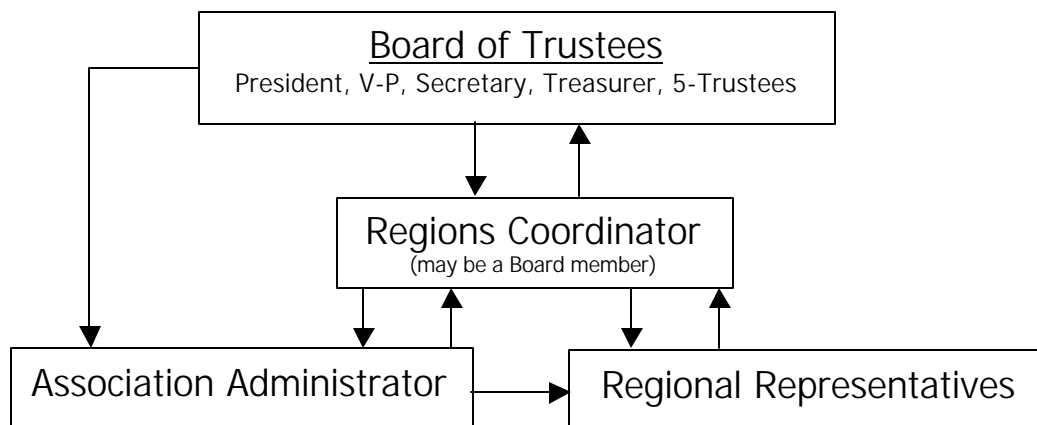
Finances-- Each RR may report reimbursable expenses incurred to publish and mail their region's newsletter, for promoting the RA, and for other regional operating expenses by completing an Officer's Expense Report (supplied by the AA or web site) and submitting it to RA Headquarters in a timely manner (within 6 months of the expense) for reimbursement. If requested, the RC will assist the RR in calculating their region's budget based on their activity and current RA membership levels.

**Appointment and Term:** The Regions Coordinator and the Board of Trustees will consider bids and recommendations from RA members within a region to fill available or new Regional Representative positions. Any RA member in good standing who would like to become a Regional Representative (or wishing to recommend another RA member) may contact the Regions Coordinator with a proposal to do so. The RC may likewise contact members within a region to inquire of their interest. If more than one individual wishes to service a region, the RC will establish communication between them so that they may mutually decide among themselves who shall serve as primary RR and who shall serve as assistants. The primary RR may appoint any number of assistants within their region, but will inevitably bear the responsibilities and duties. Upon recommendation by the RC the BoT will, by a simple majority vote, consider and/or approve a defined geographical region and its Regional Representative. The term of the appointment will run indefinitely, but will be subject to a periodic review by the RC for activity. Inactivity within a region will open the RR position to nominations for a new volunteer.

**Regions:** In most cases, the Region Rep may define their own region in accordance with the following guidelines: Physical geographic boundaries, state, provincial, national boundaries and membership density for a particular area will serve as aids. RRs in adjoining high membership density regions are to mutually decide on boundaries, which may change over time, and are encouraged to exchange event information for coordinating dates and permitting higher attendance figures. In some cases one region may contain one or more states, provinces, or countries, and, in contrast, another region may be defined as only part of one state, province, or country. Membership served by any one region should ideally be not less than 100 members (membership sparse areas may be granted “developmental exception” status) or more than four states, provinces, or countries in scope. Regions may be *reference named* by their RR to depict the character of their particular region. i.e. the Great Plains Region, Southern California Region, or Atlanta Area Region.

**Regions Coordinator:** A Regions Coordinator will maintain a graphical representation (map) of active regions, a list of active BMW clubs within each region, contact information for each Regional Rep and their assistants, and will supervise and administer the overall program.

**Internal Communications:** Regional Representatives are expected to keep close ties with the Regions Coordinator and use this person as their initial contact point with Headquarters. The RC will take your concerns to the next level as needed and instruct the AA on region matters, mailing list delivery, and finance reimbursements. If a RR feels an issue has not received timely attention they are encouraged to contact the Board for resolution. Please follow the flow chart below for the normal flow of information.



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