



BMW BIKERS OF METROPOLITAN WASHINGTON

DECEMBER 2016

BETWEEN THE SPOKES

THE MONTHLY NEWSLETTER OF THE DC AREA'S ONLY BMW MOTORCYCLE CLUB



OUT WITH THE OLD

by Kurtis Minder

Not long ago Scott Kiemig handed over the role of President and I wrote my first President's column. Alas, this will be my last as President and I am excited to usher in the 2017 board. First, I want to acknowledge that this was a difficult year for the club. Participation in events and meetings was low, membership is down, and the board was not fully staffed. Speaking with past Presidents I understand that the club is very cyclical, partially due to the nature of the region but also due to outside influencers around economics, life priorities, and other matters. I want to thank the board members who did step up and assist. Considering many of us were doing more than one of the jobs assigned, we somehow came together and made it work. I want to thank Bruce Dimon for taking on at least three roles this year and doing them all really well. Bruce managed to still show up to the board meetings, energetic and optimistic. Thanks to Andy for taking the often thankless role of Vice President and Square Route Rally chairman. Not unlike many of us, Andy also has a full time demanding job and personal life to attend to. Even still, Andy did a bang up job on the rally and showed up to the events with a gracious smile. Thanks to Karen, Mike, and Greg (who stepped in for Shannon) for their contributions and participation. Karen continued to come through for the club with interesting articles when Between the Spokes was lacking contributions and kept the renewals coming in. We still need contributions for articles, please be a part of this great regional publication!

Looking back we recognize some things we could improve on. Primary among our deficiencies is communication. In the past we had a printed color version of Between the Spokes that was

mailed to many of the members and non-members could find complimentary copies of the magazine at all of the local dealerships. Unfortunately, it cost the club almost ten times the annual membership to produce and deliver a copy to single member. As a result, we went to the all digital version. While this made economic sense, some of the aesthetic appeal of the magazine was lost, and some of our older members discontinued reading... some even canceled their club membership. While I don't think we can justify the expense to return to full distribution, we may be able to find a happy middle ground. Many members have come forward with ideas for Between the Spokes and the new board is listening. Further, we can do a better job of email communication. We are implementing a new communications platform that will allow us to more easily send email reminders for events. In 2017 the club will invest more time on social media making sure our events are advertised and listening to our constituent's feedback. Everyone in the club needs to help recruit and communicate the value of being a member and likewise the club will improve it's message to the members. Together we can make a big difference in 2017 for BMWBMW!

Our next big event is the annual Christmas party. The party will be held again this year at Le Ferme in Chevy Chase on Sunday January 29th. A similar brunch style menu will be offered and there will be awards, club business, and a guest speaker. I am looking forward to seeing you all there and look welcome the new leadership team!

Have a great holiday and see you in January!



CALENDAR OF EVENTS

* INDICATES BMWBMW EVENTS

EVENT	DATE	TIME	LOCATION
Dealer: Morton's Annual Holiday Party	Dec 3	9:00 AM-4:00 PM	Fredericksburg, VA
Breakfast Ride - Maryland	Dec 17	10:00 AM-11:00 AM	Jessup, MD
Dealer: Holiday Cheer Open House	Dec 17	9:00 AM-4:00 PM	Jessup, MD
Polar Bear Ride	Jan 1	10:00 AM-1:00 PM	Falls Church, VA
International Motorcycle Show	Jan 6-Jan 8		Washington DC
Breakfast Ride - Virginia	Jan 22	8:30 AM-9:30 AM	Clifton, VA
BMWBMW Holiday Brunch	Jan 29	11:00 AM-5:00 PM	Chevy Chase, MD
Dealer: Monthly MOD Motorcycle Meetup	Feb 5	10:00 AM-1:00 PM	Dulles, VA
Bikes and Breakfast	Feb 12	8:00 AM-11:00 AM	Clifton, VA
Breakfast Ride - Maryland	Feb 18	10:00 AM-11:00 AM	Myersville, MD
Breakfast Ride - Virginia	Feb 26	8:30 AM-9:30 AM	Clifton, VA
Morton's Spring Fling	May 19-May 22		Natural Bridge, VA
43rd Square Route Rally	Jun 2-Jun 5		Thurmont, MD



Last Club Meeting for 2016

BMW Club
Bikers of Metropolitan
Washington



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BTS welcomes all news, story and photo submissions from club members. No photo is too large, no article is too small! Submissions are used on a rolling basis and may not appear in the month they are submitted. Materials may be edited for length, content or style. Send all submissions to the editor. Classified ads are free to active club members and run on a rolling, space available basis. Commercial vendors can see advertising rates and requirements at www.bmwbmw.org/advertising. Display ads must be submitted no later than the 15th of the month preceding the month of publication.

Please submit address changes and all membership correspondence via email to Membership@BMWBMW.org. BMWBMW is chartered as BMW MOA club #40 and BMW RA club #15.

BMWBMW is currently seeking a Media Chair, an Editor to take over *Between the Spokes*, and several committee chairs. If you're interested in any of these positions, contact any sitting Board of Directors member.

If you enjoy what you see here, we encourage you to join the club. Come to a meeting (see the calendar) or contact the Membership Chair for more information.

BMWBMW welcomes motorcycle riders on all marques, but as we are specifically a BMW club, we have found our members gain more from the fellowship if they own or are at least interested in owning a BMW motorcycle. Antique, airhead, oilhead, camhead, hexhead or wethead—all are welcome here.

Cover photo courtesy Mike Potter

Visit www.bmwbmw.org/events for more details on these events. Know of an event of interest? Send the info to events@bmwbmw.org and we'll make a note of it here.

BTS NEEDS MORE CONTENT. BMWBMW NEEDS A MEDIA CHAIR AND AN EDITOR. It could be you! Contact Kurtis Minder (president@bmwbmw.org) to volunteer your time to help out with Between the Spokes. BTS is only as good as you make it!

As one year ends, a new one starts. I'm introducing myself as your new club President and telling you how excited I am to meet this challenge. To succeed at anything, you must identify your goals. Our by-laws spell out what is expected:

"The President shall preside over and set the agenda for the General membership meetings, and other club group events."

Presiding should be easy; I can deliver a speech and look good doing it. Setting the agenda is tricky because it means a balance of the old and the new, the familiar and the unknown, what you want to keep and what you want to add.

There is a lot of great things to continue. The Square Route Rally, Oktoberfest, Holiday Party, Picnic, Tech Days, Forum, and fellowship. These are fun and we do them well. At other clubs' rallies this last year, strangers saw the BMWBMW banner and came over to tell me how much they enjoyed our Square Route Rally. Its location, nearby roads, and Tiki Bar draw riders back year after year. That's proof we do it well. We already reserved our usual date, the weekend after Labor Day, June 2-4, 2017.



The Oktoberfest dates will be decided in a couple of months. We will again set up a selection of Tech Days to share the experience and knowledge of our members. Our online forum provides another way to share experience and knowledge. It is part of our internet trifecta of web site, forums, and events calendar. We have the tools in place to keep the club informed and entertained. Although our club's foundation is strong, parts of it need maintenance and upgrading. Our beautiful glossy

newsletter, really a magazine, grew too expensive to sustain in print. Open our latest Between the Spokes on your computer or tablet and it is still as colorful and entertaining as ever. The one thing I want to change is to get more members to provide content. I am not expecting long essays, just a few pictures and an anecdote. I also plan to bring back the member profiles for both old and new friends.

Some of our event planning did not go smoothly in 2016. This year we will secure dates and locations further in advance for those of us who need to plan two months in advance before home chores and work fill our weekends with drudgery.

In addition to keeping all the good stuff, I hope to encourage the membership to try new things as well. We should try new roads to ride and new places to see (and eat). Now you members need to help me out here. You see, I know what I like but not what you like. All I ask is that you remember the times when you thought "I wish the club would..." Then call or email me. I'll let you talk me into trying it.

We have a lot of members but I have only ridden with a few. Reaching out to the rest will help them get what they want out of the club. We have many means of communication, web site, forum, calendar, email, and posted letters. I mean to use them all. Some months you will get an extra email from me reminding you of what's happening in between newsletters. I want to bring back a couple of mailings per year to start off the riding season and give an update after it is underway.

To succeed as President, I must get the members excited, then talking, and finally involved. We have so many members that if a third of them do one small thing for the club, then our calendar and our newsletters would be full. It's easy and fun. Write something short for the newsletter, announce a ride to eat at your favorite restaurant, announce next weekend's ride on the forum, tell us about a great road. I envision thirty people who did not get involved last year doing one of these things in 2017. That is more fresh stories, new roads, new destinations.

Our bylaws say "the President sets a 'tone' for ... the club as a whole." Well, I'm excited and happy. I want to try new things and go to different places. I want to ride to rallies and shows. I want to camp for the three-day weekends and take a short ride on a Sunday afternoon. I want to spend as much time as possible riding my BMW with this club. That's the "tone" I want the club to hear in 2017.

Happy December.

This marks the start of my fourth year as Membership Chair (not consecutive). I've interacted with many of you, at least by email. Obviously, my duties include keeping the membership database and managing new memberships and renewals. I provide a monthly report to the Board of Directors and a summary of that report at our membership meetings. The annual Membership Directory falls under my responsibility, which we usually publish (with expertise from Elsie Smith) in the summer, after the spring rush of new members.

Let me put in a plug to keep your contact information updated with your Membership Chair – especially your email address, which is how I send out renewal reminders.



VICE PRESIDENTIAL INTRODUCTION *by Drew Alexander*

I am excited to take an active role in the club once again! As in past, my primary role is to support our president and board, but all work and no play makes me dull. So expect some fun in the next year!

As we enter into 2017, please make sure you mark January 29 on your calendar for BMWBMW Annual Brunch at La Ferme Restaurant in Chevy Chase, MD. Once again our host and fellow club Alain is thrilled to have us and we equally thrilled to invite you to join us for an afternoon of fine food and frivolity. Look for your invitation shortly and more details at BMWBMW.ORG.

While I'm digging out from the next winter storm, my mind will wander to Camp Westmar and the Square

Route Rally! There's plenty of planning and work to do to make this year's rally memorable and I'm counting on your help and suggestions to make it that way. I may even be convinced to get another haircut by some lucky rally goer! And so you know your rally isn't sitting idly, I have arranged our guest speaker for the rally, she's an award winning author, tv personality and wonderful storyteller!

Lastly as VP of Frivolity, I ask my fellow club member to think of something fun we can do as a club in the coming months. Remember there are no silly ideas, well maybe there are, but they make great memories!

Mike Potter - Fall Ride

Moto Camping

