

**BMW Car Club  
of America  
Houston Chapter**



# **BMW Car Club of America Houston Chapter**

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**Crisis Response Protocol  
July 2021**

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## DOCUMENT REVISION CONTROL

Revision Date	Revision by	Description of Revision
07/23/2021	Albert Ball	Updated contacts for Chapter
11/01/2020	Albert Ball	Updated contacts for Chapter
11/26/2016	Chris Stokes	Updated contacts for Chapter
03/22/2016	Adriana Diesen	Added BMW CCA Driving Incident Reporting Form
03/13/2016	Adriana Diesen	Updated to Standard Chapter format to align with Operations Manual; Updated contact names for both Chapter and National

## OVERVIEW

It is the policy of the Houston Chapter BMW CCA (the “Chapter”) to assign an on-site Crisis Response Coordinator and a Designated Spokesperson (collectively sometimes referred to as “designated personnel” or “designated person” should only one person be assigned) for all day trips, tours, fun rallies and similar events to respond to and cooperate with authorities and members of the media who are responding to, investigating or reporting on an incident or, situation which has occurred at an event involving participants(s) and the Chapter.

The Crisis Response Coordinator and Designated Spokesperson will have certain responsibilities relating to addressing the media, assisting participants in an emergency situation, and preserving the reputation of the Chapter and the BMW Car Club of America (the “Club”) should an event incident occur. The Chapter’s primary concern is for the well-being of those involved in the incident. Please refer to the BMW CCA Operations Manual Crises Response Plan (4.7) for a more in-depth procedural review.

The Crisis Response Protocol (the “CRP document”) completed with event name, event date, and the names of the designated personnel will be held on-site by the Crisis Response Coordinator during such event. It is imperative that each event participant knows who the designated personnel/person is prior to the start of such event. Also, to further manage the general safety of driving events, day trips, tours and etc., the Event Coordinator will divide participants into smaller groups with assigned lead drivers and tail gunner/sweep drivers for each group.

## PURPOSE AND RESPONSIBILITY

All responses to the media in any crisis must focus on defending the Chapter’s and the Club’s reputation. Achieving this goal involves taking action to assist people directly impacted by the incident, correcting the problem and effectively communicating the concerns of the situation and actions to be taken to address or correct the situation.

### CRISIS RESPONSE COORDINATOR

It is the responsibility of the assigned Crisis Response Coordinator to make certain the Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement (the “Waiver”) has been properly filled out by each event participant, and that the event name has been recorded, dated and witnessed prior to the start of such event.

It is also the responsibility of the Crisis Response Coordinator to deliver the Waiver and the CRP document to the Chapter’s Treasurer for safekeeping within a reasonable length of time after the close of the event. Should there be an incident during an event the Crisis Response Coordinator will also assume the following responsibilities.

1. **Taking Action.** Stay calm. The first priority is to assist the participants directly impacted by the situation. Whether that means calling for medical assistance, rendering first-aid, help with getting a participant’s damaged vehicle mobile, or assisting the assigned Designated Spokesperson by cooperating with authorities in an investigation.
2. **Be Supportive.** Many times, after an incident it is difficult to think clearly. Offering participants assistance with the exchange of information between the parties involved, as well as documentation of the incident may be helpful.
3. **Notification.** As soon as time allows the Crisis Response Coordinator shall notify one of the Chapter’s Officers, as appearing immediately herein below, should an incident or event at a function hosted by the Chapter involve a death, serious injury, law enforcement response or other involvement, media coverage or situations with the potential to focus unfavorable attention upon the Chapter and/or the Club.

Within **48 hours of an incident**, a member of the Executive Committee shall submit the BMW CCA DRIVING INCIDENT REPORTING FORM (provided at the end of this document)

Albert Levi Ball, President  
(713) 568-6836  
[president@houston-bmwcca.com](mailto:president@houston-bmwcca.com)

Michael Anastasio, Vice President  
(757) 435-3597  
[vice-president@houston-bmwcca.com](mailto:vice-president@houston-bmwcca.com)

Patrica Casey, Secretary  
(713) 824-9792  
[secretary@houston-bmwcca.com](mailto:secretary@houston-bmwcca.com)

Jeff Compton, Treasurer  
(713) 829-6630  
[treasurer@houston-bmwcca.com](mailto:treasurer@houston-bmwcca.com)

Executive Committee as of July 2021

It is the responsibility of above noted Chapter Officials to notify the Club's National CRT officials, as noted herein below, within one hour of learning of such an incident.

Steve Johnson, President  
(858) 705-0303  
[president@bmwcca.org](mailto:president@bmwcca.org)

Tim Jones, Vice President – South Central Region  
(303) 946-4588  
[M3V8Cabrio@comcast.net](mailto:M3V8Cabrio@comcast.net)

## DESIGNATED SPOKESPERSON

The assigned Designated Spokesperson may be called upon to represent the Chapter and the Club should an emergency situation come about. The response and character of the Designated Spokesperson is critical at this point in an effort to preserve the Club's and the Chapter's reputation. The following guidelines should be observed:

1. **Remain Calm.** Maintaining a normal demeanor allows you to stay in control of the circumstances.
2. **Stay Within Your Area of Responsibility.** The role of the Designated Spokesperson is to relate only the confirmed information known at the time, including the actions the Chapter and/or Club is taking in response to the situation.

## SITUATIONS TO AVOID

1. **Do Not Discuss Medical Information.** Be mindful not to relate to the media information on the medical condition of any injured party.
2. **Don't Speculate.** If you are uncertain just say you don't know, even if you think you should know. There is nothing wrong with not being able to answer every question.

3. **Do Not Discuss Liability.** Initial reasons thought to be the cause of an incident are often not correct. Be polite but do provide statements concerning liability to anyone, including drivers, witnesses, governmental authorities or the police.
4. **Do Not Discuss Cause or Fault.** The most difficult questions to answer are “why” and “how.” Addressing these types of questions generally falls outside the roll of the Designated Spokesperson. Stick to confirmed information and avoid stating your opinion. Until such time as the relevant investigation has been concluded you must avoid offering opinions or conclusions about why an accident/incident occurred, what caused it, or who could be at fault.
5. **Never Say “No Comment.” That comes across as too evasive.** You could phrase your response like: “I can’t answer that question because we have not conducted an investigation into the causes of the accident.” Another possible response may be: “I can’t tell you the driver’s name until his family has been notified.”
6. **Never Make Comments or Provide Information “Off The Record.”** Assume everything you say to anyone, including media, police, fire, medical personnel and governmental authorities will be documented and used in their report

## EVENT INFORMATION FORM

A hard copy of this form should be available at all driving events.

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Type:

Day drive

Weekend drive

Fun Rally

Other (specify):

### DESIGNATED PERSONNEL

#### A. Crisis Response Coordinator

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

#### B. Designated Spokesperson

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

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Executive Committee as of November 2020

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# BMW CCA DRIVING INCIDENT REPORTING FORM

Submit to BMW CCA National Office within 48 hours of the event.

Date of incident: \_\_\_\_\_ Chapter: \_\_\_\_\_

Track: \_\_\_\_\_ or Autocross/Tour site: \_\_\_\_\_

Event Info: # of students # of instructors Include Club Race? Yes No

Driver: Student Instructor Name: \_\_\_\_\_

Passenger: Student Instructor Name: \_\_\_\_\_

Level of driving school experience (# of previous schools):

<b>Student:</b>	0	1-3	4-8	8+	Name:	
<b>Instructor:</b>	0	1-3	4-8	8+	Name:	
<b>Vehicle:</b>	Make:		Model:		Year:	
<b>Tires:</b>	Street Compound		Soft "R" Compound		Mixed	

Vehicle modifications (Check all that apply):

Suspension Brakes Software Engine Race car

Was there a mechanical failure? Yes No

If yes, describe:

When during the school did the incident occur?

Day: One Two Three  
 Session: One Two Three Four

Visibility at time of incident:

Good Fair Poor

Track condition of time of incident:

Dry Damp Rain Snow Fluid on track

# BMW CCA DRIVING INCIDENT REPORTING FORM

*Any injuries requiring medical treatment?*

Yes                      No

If yes, please describe:

If serious injuries occurred, you must contact Lockton Motorsports immediately! Lockton can be reached at (913) 908-7280. IN ADDITION, you must telephone the Executive Director IMMEDIATELY if the incident involves EITHER: (a) bodily injury requiring emergency transportation to a hospital; OR (b) anyone who expressly or impliedly threatens to make a claim, file a lawsuit or retain an attorney for any reason whatsoever. **Also: please submit a copy of the release waiver.**

**Number of vehicles involved in incident:**

**Extent of damage to the vehicle** (your judgment for BMW CCA purposes only):

Superficial	Minor but drivable	M o d e r a t e    b u t repairable
Major but repairable	Total loss	
<b>Description of incident</b> (Check ALL that apply):		
Hit Wall or guardrail	Hit ditch/embankment	Hit another vehicle
Rollover	Spin to inside	Spin to outside
Off track and returned	Drove off track inside	Drove off track outside

**Description of factors believed to contribute to incident** (Check ALL that apply):

Sudden braking	Sudden lift	Sudden Acceleration
Sudden steering input	Entry speed too fast	Exit speed too fast
2 wheels off	Over-correction	Driver off line
Mechanical failure	Slick surface (coolant, rain, "marbles")	



**Brief description of incident:**

Chapter representative completing form:  
Best time to contact:  
Telephone:  
Email:

Please submit this form within 48 hours of the event to:  
Executive Director  
Email: <fpatek@bmwcca.org>  
2350 Highway 101 S  
Greer, SC 29651  
(864) 250-0022 (864) 250-0038 (fax)