

c. Membership Committee-*Lou Kairys*

## Membership Committee Report

This has not been a good year for our clubs. We continue to bleed members despite our, hopefully, herculean efforts to recruit and retain members. Much of this is due to worldwide economy, of course. Please note that we have lost 5.6 % of our members from the previous year or 7.79% over the last two years.

There is not much we can do about the economy or Jaguar sales, other than to hold on as best we can. There are some things that we need to address. We have talked about some of these over the last year, but I think we need to address them more thoroughly.

1. We need to have better publicity on both the club and JCNA levels. The placement of shows is a low cost way to do this. As I have discovered in the past, many media want money to cover an event (the one I tried demanded twice what we usually bring in for an event and that was a small radio station). Unfortunately many of our club officials do not understand this factor. We need to educate them about this.

2. We need to recruit new and/or modern Jaguar owners more aggressively than we have in done in the past. In this respect we have most of the classic Jaguar owners on board, for many reasons. However, the modern owner many times is not aware of our club. Or if they do come to a meeting are scared away but dry meetings or "gear heads" too technical presentations on classic cars (not anything wrong with that, but you're not going to attract the modern owner). The sad fact is that we and our cars are growing older and simple attrition is taking its toll.

3. We need to standardize the way the membership chairs track their members. Many clubs do not keep a local database or spreadsheet on members.

4. We also need for our membership chairs or the club president to greet each new member as soon as they have join a JCNA club. Your membership processing should not be a factor. They should be brought into the club activities as soon as their application is received.

5. On the other hand we need an online system to be put in place so that a new member can track the progress of the application. Of course this would work the other way and solve the problems raised in point number 3.

6. We need to get the local club presidents more involved in this process as well. Many clubs have a membership chair that is little more than a bookkeeper and a president that is completely divorced from the recruitment process. If no one is doing active recruiting and retention, is it a wonder that our clubs are loosing members?

7. Those who are serving in various club functions must improve, if needed, their computer skills. There are still clubs out there that track their membership strictly on paper or even worse do not track their membership at all. This reflects back to points number 3 and number 5.

8. The clubs must maintain up to date contact information for the club officers. If you change an cub officer, that should be reflected on your local and/or JCNA webpage as soon as possible. If

your club does not know how to update your JCNA webpage, there is extensive instructions at the JCNA site. Also, Pascal and his team will be more than happy to assist you.

9. Finally, there should never be a problem contacting said officer, certainly not with all of today's advanced options. Calling an officer with no answering device or email should never happen.

Many of the above points are in reaction to actual problems that have occurred over the last year. I'm sure more chinks in our armor will make themselves known during the forthcoming year. We will continue to react to these problems as quickly as possible. Some are easier to solve than others of course.

One final note, we get almost no feedback from the clubs. While I have many ideas, I am not a membership professional nor are any of the committee members. I am sure that there are plenty of ideas out there that none of us on the Committee have thought about. Please let us know about them. I do understand that every club operates in a different local culture, so that what works for one club may not work for another. However, if we don't try we won't know if it will work.

Club #	Club Name	NO. PD.	NO. PD.	NO. PD.	% Change	% Change
		For 2007	for 2008	for 2009	2008	2009
		As of 12-31-2007	As of 12-31-2008	As of 12-30-2009	2009	2009
1	Jaguar Club of Southan Arizona	70	68	61	-10.29%	-12.86%
2	jaguar Club of Central Arizona (Phoenix)	92	77	77	0.00%	-16.30%
3	San Diego Jaguar Club	174	182	186	2.20%	6.90%
4	Jaguar Owners Club of LA	245	235	218	-7.23%	-11.02%
5	Jaguar Associate Group (San Fran)	338	308	281	-8.77%	-16.86%
6	Sacramento Jaguar Club	42	44	45	2.27%	7.14%
7	Rocky Mountain Jaguar Club (Denver)	119	108	108	0.00%	-9.24%
8	Jaguar Club of S New England	120	120	111	-7.50%	-7.50%
9	Jaguar Club of Florida (Orlando)	77	69	90	30.43%	16.88%
10	So Florida Jaguar Club (Ft Lauderdale)	80	87	64	-26.44%	-20.00%
11	Sun Coast Jaguar Club of Florida (Tampa)	80	71	59	-16.90%	-26.25%
12	Virginia Jaguar Club	47	47	47	0.00%	0.00%
13	Illinois Jaguar Club	147	141	136	-3.55%	-7.48%
14	Jaguar Club of Mexico	32	28	44	57.14%	37.50%
15	Great Plains Jaguar Owners Assn (Wichita)	7	7	8	14.29%	14.29%
16	Haart of America Jaguar Club (K.C.)	64	55	46	-16.36%	-28.13%
17	Gulf Coast Jaguar Club	17	0	25		47.06%
18	Jaguar Assn of New England (JANE)	270	218	231	5.96%	-14.44%
19	Jaguar Atfll Group of Michigan (Detroit)	155	145	126	-13.10%	-18.71%
20	Jaguar Assn of Greater St. Louis	95	96	86	-10.42%	-9.47%
21	Carolina Jaguar Club (N.C.)	137	140	123	-12.14%	-10.22%
22	Empire Division (Metro NY)	26	26	26	0.00%	0.00%
23	Jaguar Drivers Club of Long inland	69	73	69	-5.48%	0.00%
24	Jaguar Aficionados Of Greater Buffalo	54	48	45	-6.25%	-16.67%
25	Jaguar Club of Central NY (Syracuse)	68	70	60	-14.29%	-11.76%
26	Jaguar touring Club	75	135	130	-3.70%	73.33%
27	Visalla California Jaguar Club	7	11	0		
28	Jaguar Club of Ohio (Cleveland)	141	124	122	-1.61%	-13.48%
29	Jaguar Club of Central Ohio (Columbus)	46	51	43	-15.69%	-6.52%
30	Jaguar Club of Tulsa	66	51	38	-25.49%	-42.42%
31	Central Oklahoma Jaguar Association	65	67	61	-8.96%	-6.15%
32	Jaguar Owners Club of Oregon	125	123	104	-15.45%	-16.80%

33	Delaware Valley Jaguar Club (Phili,)	213	174	147	-15.52%	-30.99%
34	So. Carolina Jaguar Society (Charleston)	45	25	19	-24.00%	-57.78%
35	Jaguar Owners Assn of the S.w. (Dallas)	90	77	89	15.58%	-1.11%
36	Jaguar Club of Greater Las Vegas	30	30	27	-10.00%	-10.00%
37	Jaguar Club of Austin	85	57	47	-17.54%	-44.71%
38	Jaguar Club of Houston	121	141	137	-2.84%	13.22%
39	Watatch Mountain Jag Register (S.L Cty)	41	38	33	-13.16%	-19.51%
40	Nation* Capital Jaguar Owners Club	242	220	215	-2.27%	-11.16%
41	Jag Drivers & Restorers Club of NW Am (Seattle)	170	166	158	-4.82%	-7.06%
42	Canadian XK Jaguar Register (Vancouver)	75	76	74	-2.63%	-1.33%
43	Ontario Jaguar Owners Assn. (Toronto)	252	244	225	-7.79%	-10.71%
44	Pacific Jaguar Enthusiasts Group	22	30	28	-6.67%	27.27%
45	Jaguar Club of Pittsburgh	117	132	138	4.55%	17.95%
46	Reno Jaguar Club	40	42	31	-26.19%	-22.50%
47	Wisconsin Jaguar Ltd. (Mliw,)	152	141	146	3.55%	-3.95%
48	Ottawa Jaguar Club	72	67	72	7.46%	0.00%
49	Jaguar Drivers Club Area 51 (Louisville)	54	54	46	-14.81%	-14.81%
50	San Antonio Jaguar Club	43	60	57	-5.00%	32.56%
51	Jaguar As»oc. of Greater Indiana	51	63	68	7.94%	33.33%
52	Jaguar Auto Group (New Jersey)	26	34	32	-5.88%	23.08%
53	Central Coast Jaguar Drivers Club {Calif}	32	30	24	-20.00%	-25.00%
54	Jaguar Club of North Florida	62	56	42	-25.00%	-32.26%
55	Music City Jaguar Club	30	30	0		
56	Smoky Mountain Jaguar Club	113	113	107	-5.31%	-5.31%
57	North Georgia Jaguar Club	122	143	128	-10.49%	4.92%
58	Jaguar Club of North Texas	37	27	37	37.04%	0.00%
59	Jaguar Club of Greater Cincinnati	58	53	49	-7.55%	-15.52%
60	Inland Empire Jaguar Club	13	14	15	7.14%	15.38%
61	Jaguar Car Club of Victoria	154	143	133	-6.99%	-13.64%
62	North Alabama Jaguar Club	10	12	13	8.33%	30.00%
63	Susquehanna Valley Jaguar Club	25	38	35	-7.89%	40.00%
64	Jaguar Club of Southern Colorado	21	42	32	-23.81%	52.38%
65	Jaguar Club of Northern Arizona	30	38	18	-52.63%	-40.00%
66	Member at Large	153	154	143	-7.14%	-6.54%
	Subscribers	30	36	28	-22.22%	-6.67%
	Comps	63	62	62	0.00%	-1.59%
Total JCNA Members		5992	5853	5525	-5.60%	-7.79%