

CR-6

JCNA Trophies Report – 2016 JCNA AGM

Submitted by Dave McDowell, SC Regional Director

JCNA's Trophies are available through our online ordering system via JCNA's website. The purchaser places a web based order and uses a credit card, debit card or PayPal to complete the transaction. I am notified when a trophy order is placed. I review it, confirm the transaction, and process the order.

Trophies

JCNA's trophies are acquired through Wilson Armetale. Our Sales Specialist is Jessica Wagner, based in Mt. Joy, Pennsylvania. The trophies are manufactured in Mexico and shipped to PA for final inspection and bulk storage. JCNA's trophy supplies are stored at Coventry West in Columbia, SC. Coventry West provides free storage to us. After an order is placed and confirmed I notify Dick Maury, at Coventry West and Harold Leggett, JCNA Administrator. Dick has the order processed and coordinates shipping to the recipient. Coventry West charges a very modest handling fee of 10% of the shipping amount. Dick and I track inventory during the year. When inventory reaches certain levels I place a new order with WilsonArmetale. Harold is notified on the expenditure. Trophy production has a 12-16 week lead time so it's important to anticipate our club's needs during the busy Concours season.

I will be providing advance notice to clubs this year, by quarter, so we can properly anticipate their sanctioned event needs. However, I am aware of the difficulty local events have ordering ahead when they don't know how many entrants they will have or the competition class list. Trophies are expensive and maintaining a large inventory is difficult for local clubs. JCNA has a "buy-back" program to address this. Clubs can return excess trophies to Coventry West and JCNA will issue a refund check. *However, I can find nowhere on our website where this is explained!* In addition, the following statement: "Please be sure to indicate your shirt size when applicable" appears below the JCNA Trophies masthead. This requires further discussion.

During 2015 the JCNA ordered 550 Champion and Driven trophies from Wilson Armetal. In addition, 225 North American Championship trophies were ordered to fill our North American and Regional award obligations.

Usage and Inventory:

2015 usage was as follows:

1C:	210
2C	39
3C	13
1D	146
2D	64
3D	<u>14</u>
Total	486

This exceeds the prior two years indicating a growing interest in JCNA's Concours, Rally and Slalom events.

Our 2015 closing inventory and cost was as follows:

	Inventory	Direct Cost
1C	58 @ 25.50 =	\$1,479.00
2C	32 @ 28.00 =	\$ 896.00
3C	85 @ 22.75 =	\$1,933.75
1D	56 @ 25.00 =	\$1,400.00
2D	46 @ 25.00 =	\$1,150.00
3D	<u>19 @ 22.75 =</u>	\$ 432.25
	296	
NA	26 @ 25.50 =	\$ 663.00
	Total value =	\$7,954.00
	(Plus shipping)	

The retail value of the above, *excluding* the North America awards which are not purchased by the Clubs, is \$8,172. When shipping cost is included we lose money on trophies.

Our initial 2016 trophy order was placed last December. The following items were received:

1C	232
2C	33
1D	150
2D	50
3D	<u>25</u>
	700
NA	210

Opening 2016 inventory, therefore, is:

1C	290
2C	65
3C	85

1D	206
2D	96
3D	<u>44</u>
	786
NA	236

Cost vs. Retail value

	<u>Cost</u>	<u>Retail</u>	<u>Markup</u>
1C*	25.50	31.00	21.5%
2C	28.00	30.00	7.1%
3C	22.75	28.00	23.0%
1D*	25.00	27.00	8.0%
2D	25.00	24.00	(4.0%)
3D	22.75	22.00	(3.3%)

* most popular awards

We currently lose money on 2D and 3D trophies. Markups on others are inconsistent. **I would recommend the following price changes:**

	<u>Cost</u>	<u>Retail</u>	<u>Change</u>	<u>Markup</u>
1C*	25.50	31.00	0.00	21.5%
2C	28.00	34.00	4.00	21.4%
3C	22.75	28.00	0.00	23.0%
1D*	25.00	30.00	3.00	20.0%
2D	25.00	30.00	6.00	20.0%
3D	22.75	28.00	6.00	23.0%

* most popular awards

In 2015 there were more than 40 North American Concours events, plus 30 Slalom and Rally events. With JCNA's increased membership I'm sure 2016 will be a robust competition season, especially with the new International Jaguar Festival in April.

General Note:

Our website interface requires additional study. For example, as mentioned above, the statement: "Please be sure to indicate your shirt size when applicable" also appears below the JCNA Publications masthead. This also requires further discussion.

END OF TROPHIES REPORT