

**JCNA Fall Board Meeting
October 12, 2014
Cisco WebEx Meeting**

2014 Unfinished Board Meeting Items:

NB-2a Keeping club addresses current on the JCNA web site

If a club does not want their street address listed, they should get a PO Box

They need a current club email address for president and membership Clubs need some kind of address listed on the JCNA club page

President of JCNA contact each club president as discuss keeping their club contact information current. Follow-up at the fall board meeting

NB-2f Auction Houses that Trade on the JCNA Name and Concours Program

If someone is going to use the JCNA name as a reference, they must have JCNA's written approval.

Motion by George C to have Rob T send auction houses a letter stating our requirements approval.

Approved.

NB-3a - 1st Place ties in North American EOY Standings-Deferred to newly formed Concours Committee

NB-3b Golden Growler Award-Deferred to newly formed Concours Committee

NB-3c Combine Concours Classes-Deferred to newly formed Concours Committee

NB-3d JCNA Entrant Numbers and Score Entries-Deferred to newly formed Concours Committee

NB-3e Chapter III, D,2 Instructions and General Rules for the Judges-Deferred to newly formed Concours Committee

CR-4d Regalia Report - Steve Kennedy

A suggestion was made to look for Jaguar car ties, shirts with lots of Jaguars printed on it.

CR-5a Regional Director Election Results

Suggestion that each director make a video that would be posted on the JCNA web site so members could identify with them better.

CR-8 Business/Insurance Report - Gary Kincel

Gary K asked for a direct effort to put more money in the savings, possibly \$5k

Dennis E is concerned about other expenses eating into this savings

Deanie K says it is possible to put money into savings

Motion by Gary V to put \$5000 into savings

CR-9 Legal Counsel Report - Rob Thuss

Basic agreement with JCNA and Jaguar Foundation, which is separate charitable foundation. It is a basic agreement for JCNA and the Foundation to agree that they have some common goals. This would provide JCNA with an agreement with the Foundation and would be mutually beneficial.

JCNA needs to approve an agreement so the relationship between JCNA and the Foundation can move forward. Motion by Gary V, 2nd by Rob vW, approved. Gary V to be the liaison.

CR-19b Jaguar Journal Committee Report

Peter is planning on columns from both Mexico and Canada. He is also planning on working with someone from Jaguar Cars to provide articles about, not the newest Jaguars but those that have recently gone out of warranty.

Note: The following was received November 16, 2014

JCNA Concours Committee

October 28, 2014

Prepared by Gary Cobble, Chairman

Per the JCNA Board of Directors request, the JCNA Concours Committee has reviewed the Tabled Items from the 2014 AGM and is providing the following responses:

1 – NB-3a 1st Place ties in North American EOY Standings NB-3a Alternative Golder Growler Award

The Concours Committee is not in support of either of these tie breaker proposals. Neither proposal addresses the real problems that the Concours Program is facing, such as a proliferation of abnormally high scores and a corresponding loss of credibility in the Program. Simply instituting a tie breaker does nothing to restore the Concours Program

The Concours Committee has already begun drafting a Proposal to address the real problems as the Committee perceives them. The Committee's goal is to have this Proposal to the Board of Directors no later than 60 days prior to the 2015 AGM.

2 – NB-3d JCNA Entrant Numbers and Score Entries

The Concours Committee supports the JCNA developing a better methodology to track JCNA members, such as husband and wife, participating in a Concours sometimes in multiple cars in the same class.

The Concours Committee commits itself to help JCNA towards this goal.

3 – NB-3 e JCRC Rule Book Proposed Changes

The Concours Committee supports the rule changes presented by the JCRC regarding the requirement for all Judges needing to be certified, except for one OV judge; the re-write of Chapter 3.2 Authentic Options; Chapter 4.4.d the re-write of Authenticity Documentation; Chapter 4.C the re-write for the Judge and Entrant and the addition of Table C-3

4 – JCNA as proposed by Bob Matejek October 17, 2013

The Concours Committee supports the consolidation of certain Champion and Driven classes per this Proposal. The Committee feels that this manner of study should be re-visited on a periodic basis and make changes as required.

NB-3a 1st Place ties in North American EOY Standings.

Problem: JCNA has experienced a plethora of 100 point ties at the EOY (end of year) for several classes. This results in degrading the program and renders the results less than satisfactory. Further it is being used to market cars with thinly truthful but very misleading verbiage.

Proposal: In the case of a tie at the EOY where more than one entrant has achieved a perfect score of 100 in the mandatory 3 outings 1st place will be awarded to the entrant who has participated in the most concours with the aggregate score determining the outcome.

Example: EOY finds 4 entrants in Class XXX tied at an average score of 100. Joe, Bob, Sam, and Bill under the current system all tie for 1st place North American Champion.

The proposed change would change the results as follows:

Joe enters 3 concours and scores 3 100s. His EOY score is still an average of 100 but his aggregate score is 300. **He is a 4th place finisher!**

Bob entered 4 concours and had 3 100s and a 99.99. His average is still 100 but his aggregate score is 399.99. **He is a 3rd place finisher!**

Sam enters 4 concours and had 4 100s. His average is 100 and his aggregate score is 400. **He is the second place winner!**

Bill entered 6 concours and scored 3 100s and 3 99.98s. His average is 300 but his aggregate score is 599.94. **Bill is the NA champion for class XXX.**

This system puts weight toward exposing the cars to as many sets of eyes as possible. Currently some folks do their 3 “safe” shows and they are finished for the year. This calls many things into question least of which is the actual quality of the car.

NEW PORTION !!!!! This proposal was put forward at last year’s AGM and has been fully discussed for more than a year. One thing that has changed is the thought that the Challenge Championship and Western States carry a bit more weight than a regular club show. I happen to agree with this

idea and would modify my initial proposal to participation in either the CC or WS would carry a 1.5 weight. Using Bob above as an example and accounting for Bob's participation in WS of said year he would score as follows:

3 of Bob's scores were at club shows so that aggregate is 300. His 4th show was at WS (or CC) which was the 99.99. As the WS score is modified by 1.5 that show is a 149.985 toward the aggregate so Bob's final aggregate score for the year is 449.985. Bob finishes the year now in second place and Sam moves to 3rd.

All of this math will be manual and not programmed (too much work). This method will only be used when the automatic average of 100 (after the 3 mandatory shows) is met.

I ask this proposal be approved and voted in effect for this season. Thank you.

Golden Growler Award



This proposal is being presented as an option to the proposal where, for ties, the entrant who attends the most concours, wins 1st Place. The entrant with the same score, but who did not attend the same number of concours, received 2nd place, even though they had the same score as the person who placed first.

This proposal awards all those who placed 1st, say with 100 points, the 1st place award, regardless of how many concours they attended.

For the entrant who puts forth additional effort and attended more than the three required concours to compete for North American Championship positions AND TIE for these positions, would receive the Golden, Silver or Bronze “Growler” Award. There are no additional points awarded for this Growler award.

This would be a cloisonné type emblem in the shape of the bonnet emblem used on the XJS approximately 1¼ inches in diameter, and would be attached via double stick adhesive, to the trophy plate.

If two such entrants both receive the same score and have both attended the same number of concours, they would then both receive the Golden Growler Award.

Those who tied with the same number of points and came in 2nd and 3rd would both receive the Silver and Bronze Growler Awards, provided they attended more than 3 concours and there were Ties for those positions. For entrants who tie after each attending three concours, no Growler Award would be awarded.

2013 Statistics

Of the 73 Champion Division ONLY entries, There were 35 1st Place awards

Of those, only 11 were tied, 3 each in 3 classes, XK 120, XK 150, S1E and one tie in the XJS class.

3 went to 3 shows
2 went to 4 shows
0 went to 5 shows
5 went to 6 shows
1 went to 7 shows

Under this Golden Growler Award, there would be a Golden Growler Award for the C2 XK 120 class entrant who attended 6 concours. Both of the other C2 XK 120 class entrants each attended 4 concours, so they would each receive the Silver Growler Award. As there were only 3 entrants in the C2 XK 120 class, each of them having received some kind of Growler award, there would not be a 3rd place award under these circumstances.

For the C3 XK 140 class, although the entrant received 1st place and did attend 4 concours, no Growler Award would be presented as there was no tie.

For the C4, XK 150 class, there were three entrants all tied with 100 point, however, only one of those entrants attended 6 concours and would thus receive the Golden Growler Award. The other two entrants,

each of who only attended 3 concours, would not receive any Growler Award, only their 1st place JCNA trophy plates.

For the C5, Series 1 E-Type class, there were three entrants, all of whom received 100 points. One entrant attended 7 concours and would receive the Golden Growler Award. The other two entrants, each of whom attended 6 concours, would each receive the Silver Growler Award. Had one of the entrants only attended 4 or 5 concours, that entrant would have received the Bronze Growler Award.

For the Driven Concours division, there was one tie for 2nd in the XJS class. One attended 4 concours, the other attended 3. The entrant who came in 2nd but did attend 4 concours would receive the Silver Growler Award. The other 2nd place entrant who only attended 3 concours would not receive any additional recognition.

There is a three way tie in D9A, the XK8 class, one attended 8 concours, one attended 6 and one attended 5, so 1 Golden Growler Award, 1 Silver and 1 Bronze.

Note: One entrant in the Driven XJS class attended 9 concours and placed 1st, but with no tie. And there was an entrants who attended 8 and 7 concours, each also placing 1st, but with no ties.

Rally Drivers and Navagators – There were several ties, but none of the people tying attended more than one slalom. There were several entrants who attended more than one rally, but none of them were tied for any position. Had there been any ties, the same rules would have applied.

Slalom – There were no ties in any of the slalom classes. Had there been any ties, the same rules would have applied.

JCNA 2012 Concours Class Totals by Number of Show Entries per Person

Class	1	2	3	4	5	6	7	8	9	10	# of cars	# of entries	AVG	Class
C01A	2	2									4	6	0.13	Pre XK OTS & Tourer
C01B	6	1	1								8	11	0.24	Pre XK DHC & Saloon
C02	12	1	2		1						16	25	0.54	XK-120
C03	20	2	3	1							26	37	0.80	XK-140
C04	10	1	4	1	1						17	33	0.72	XK-150
C05	36	5	4	2	2	1					50	82	1.78	E-TYPE-S1
C06	16	4	3	1	1						25	42	0.91	E-TYPE-S2
C07	10	1	1								12	15	0.33	E-TYPE-S3
C08	5	2	1								8	12	0.26	Early Large Saloon
C09	12		2								14	18	0.39	Early Small Saloon
C10	3		1								4	6	0.13	XJ-S1
C11	2		1	1							4	9	0.20	XJ-S2
C12	7		1	1	1						10	19	0.41	XJ-S3
C13	9		3								12	18	0.39	XJ6 (XJ40, X300)
C14	19	4	1		1	1	1				27	48	1.04	XJ8
C15A	13	2	2		1	1					19	34	0.74	XJS (76-91)
C15B	18	3	2	1	1						25	39	0.85	XJS (91-96)
C16A	31	7	4			2					44	69	1.50	XK8
C16B	7	5	2	2							16	31	0.67	XK
C17	5	1	2	1							9	17	0.37	S-TYPE
C18	3	1	1								5	8	0.17	X-TYPE
C19A	12	1	2	1	1						17	29	0.63	Preservation >35
C19B	6		1	1							8	13	0.28	Preservation 20-35
C20	6		1								7	9	0.20	XF
C21	1										1	1	0.02	XJ
C22											0	0	0.00	F-TYPE
D01	40	3	2	1		1					47	62	1.35	Pre XK, 120, 140, 150
D02	46			2							48	54	1.17	E-TYPE-S1
D03	37	6	4	1							48	65	1.41	E-TYPE-S2
D04	21	2				1					24	31	0.67	E-TYPE-S3
D05	25	3	1	1							30	38	0.83	Early Lg & Sm Saloon
D06	22	7	1	1							31	43	0.93	XJ-S1,2&3
D07	12	1				1					14	20	0.43	XJ6 (XJ40, X300)
D08A	26	3	2		1						32	43	0.93	XJS (76-91)
D08B	30	6	1	2						1	40	63	1.37	XJS (91-96)
D09A	50	5	4	2		1		1			63	94	2.04	XK8
D09B	22	1	2								25	30	0.65	XK
D10	32	3		1							36	42	0.91	XJ8
D11	27	2									29	31	0.67	S-Type & X-Type
D12	3										3	3	0.07	XF
D13	4	1									5	6	0.13	XJ
D14											0	0	0.00	F-TYPE
S01	2		1								3	5	0.11	Factory Race
S02	5		2								7	11	0.24	Private Race
S03	20	4	6	1							31	50	1.09	Modified
S04	4	1									5	6	0.13	Replica
Display													0.00	Display
TOTAL:	699	91	71	25	11	9	1	1	0	1	909	1328	28.87	
	790				119									

There is currently 45 classes between Championship, Driven and Special

There were 46 Concours's held in 2012

I am proposing combining those with the lowest numbers of participation and are marked by colors based upon Concours results from 2012.

Combine C01A and C01B. There are only 12 cars in the country and only one car made 3 shows.

Combine C08 and C09. There are only 22 cars in the country and only 3 cars made 3 shows.

All the Saloons are of the same vintage
Driven has already combined these Classes

Combine C10, C11 and C12. There are only 18 cars in the country and 6 cars made 3 shows.

The years range from 1968 to 1992 but they are all still over 20 years old.
Driven has already combined these Classes

Combine C17 and C18. There are only 14 cars in the country and only 4 cars made 3 shows.

The S and X-Types are all the same vintage
Driven has already combined these Classes

Combine C20 and C21. There are only 8 cars in the country and only 1 car made 3 shows.

The XJ and XF cars are all the same vintage
More cars may be attending in the future.

Combine D12 and D13. There are only 8 cars in the country and none made 3 shows.

The XJ and XF cars are all the same vintage
More cars may be attending in the future.

Combine S01, S02 and S04. There are only 15 cars in the country and only 3 cars made 3 shows.

These numbers will always be low and they all have the same judging criteria with interior and exterior only.

These proposals would eliminate 9 judging classes out of the 45.

These proposals are not radical and should not offend many or create unfair competition. I used 3 shows as a criteria of someone who is somewhat serious about Concours competioion rather than the member who only attends his local show.

There is a fairly large number of XJS and XK8/XK that they probably don't need to be combined.

These numbers will stay steady or possibly grow in the future.

The two Preservation Classes could possibly be combined.

I don't know the cars and don't know how fair it would be.
There is a decent quantity of Preservation cars.

C01A, C01B, C02, C03 and C04 could possibly be combined.

There are still decent numbers of the XK cars.

C22 and D14 can be eliminates since none were shown in 2012.

We need to reduce the number of classes as there are far too many classes with far too few cars.

Owners do get a kick out of winning trophies and it does keep them coming back
Abruptly increasing the level of unrewarded competition would reduce the numbers of returning judged cars.

Display classes are growing in popularity, due to not worrying about stiff competition.
We need to bring more cars from Display to Judged and not the other way.

I will fully evaluate 2013 and 2011 well prior to the 2014 AGM and see if the 2012 trend is changing.

I propose reducing the 9 classes by the above proposal. This can be addressed again in a few years to see where the class participation rests.

Bob Matejek
JCNA Special Awards Chair
JAGM & NC RD
10/17/2013

NB-3d JCNA Entrant Numbers and Score Entries

There has been an ongoing problem with entrant scores and JCNA numbers for entrants who have multiple cars entered in the same class in a concours. There is no way to tell one car from another. For both the slalom and rally where scores are for the driver or navigator, and not the car, there is no way to tell who is driving the car.

The JCNA scoring software will handle extensions up to three characters.

For the 2014 competition season, it will be the Entrant's responsibility to assign a unique JCNA approved suffix for each entry as follows:

Concours Entrants with more than one car entered **IN THE SAME CLASS** will need to designate a special JCNA approved suffix to their JCNA number for each car, such as: SW00-0000-**C1** for their first car and SW00-0000-**C2** for their second car, etc.

As slalom scores are for the driver and not the car, each driver (husband, wife, children) will need to designate their own JCNA approved suffix as follows: SW00-0000-**S1** (husband), SW00-0000-**S2**, (wife), SW00-0000-**S3** (Child), etc.

Rally Drivers and Navigators each have their own class so a husband (driver) and wife (navigator) would not have a problem.

However, if both the husband and wife drove or navigated in separate cars, they will each have to specify a separate JCNA approved suffix to their JCNA number as follows: SW00-0000-**R1**, SW00-0000-**R2**, etc.

This unique JCNA approved suffix "C1, C2", must remain with the car and "S1, S2, R1 or R2" with the entrant during the entire concours season.

Again, it will be entirely the entrant's responsibility to provide a consistent JCNA approved suffix for their cars and people. It will be the club's responsibility to enter the information in the JCNA scoring system correctly.

If a car is sold and replaced with a car **IN THE SAME CLASS**, that JCNA approved suffix may no longer be used for that competition season. Entrants with newly purchased cars entering in the **SAME CLASS** will need to assign a different JCNA approved suffix as well.

A place will be needed on each registration form for the JCNA number and JCNA approved suffix.

Clubs will also need to add the following warning to their registration forms

During the course of the year, if you have entered more than one car **IN THE SAME CLASS**, it is your responsibility to append a unique JCNA approved identifier to your JCNA number to make sure standings are recorded accurately. Example: for concours: SW00-0000-C1, slalom SW00-0000-S1, rally SW00-0000-R1. Failure to do so may result in invalidated scores.

Note: The "J" for certified judges is not part of the JCNA number when recording scores.

On Line Scoring System Web Page

Enter the standard JCNA number, without any extensions, then click **Find**.

Class	JCNA #	Name	M / F	Best Time
<input type="text"/>	SW07-4436 <input type="button" value="Find"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> <small>enter 999.99 for DFNs</small>
Car (year, model, body style, color)		Entrant's Home Club		
<input type="text"/>		<input type="text"/>		
Car Modifications : <input type="text"/>		<input type="button" value="Submit"/>		

The system brings up the default information.

Class	JCNA #	Name	M / F	Best Time
<input type="text"/>	SW07-4436 <input type="button" value="Find"/>	Steve & Deanie Kennedy	M	<input type="text"/> <small>enter 999.99 for DFNs</small>
Car (year, model, body style, color)		Entrant's Home Club		
<input type="text"/>		Rocky Mountain Jaguar Club		
Car Modifications : <input type="text"/>		<input type="button" value="Submit"/>		

After the Entrant's information is displayed, add the JCNA approved suffix to the JCNA number. Be sure to remove the name of the person NOT driving the car.

Class	JCNA #	Name	M/F	Best Time
R	SW07-4436-s1 <input type="button" value="Find"/>	Steve Kennedy	M	49.55
Car (year, model, body style, color)		Entrant's Home Club		
2014 F-Type V-8 S		Rocky Mountain Jaguar Club		
Car Modifications : <input type="text"/>		<input type="button" value="Update"/> <input type="button" value="Delete"/>		

Press **Update**. Scroll down to review the updated information. There should be the appropriate JCNA approved suffix after the JCNA number. Note: The "J" for certified judges is not part of the JCNA number when recording scores.

Edit	R	5	Steve Kennedy	M	SW07-4436-s1	49.550	2014 F-Type V-8 S	Rocky Mountain Jaguar Club
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The following text will need to be added to the On Line Scoring System page

New for 2014:

Concours: For entrants with more than one car **IN THE SAME CONCOURS CLASS**, the person entering the scores must include the appropriate JCNA approved suffix as provided for the entrant. If a car is sold, that suffix may no longer be used for that competition season. Entrants with newly purchased cars entering **IN THE SAME CONCOURS CLASS** would need to assign a different JCNA approved suffix as well.

SW00-0000-**C1** for the first car, SW00-0000-**C2** for the second car, etc.

Slalom: As slalom scores are for the driver and not the car, each driver (husband, wife, children) need to designate their own JCNA approved suffix as follows: SW00-0000-**S1** (husband) , SW00-0000-**S2**, (wife), SW00-0000-**S3** (Child), etc.

Rally: Rally Drivers and Navigators each have their own class so a husband (driver) and wife (navigator) would not have a problem.

However, if both the husband and wife drove or navigated in separate cars, they will each have to specify a separate JCNA approved suffix to their JCNA number as follows: SW00-0000-**R1**, SW00-0000-**R2**, etc.

Note: The “J” for certified judges is not part of the JCNA number when recording scores.

The use of personal initials will not work because somewhere there is bound to be a couple who both have the same initials.

The problem of initials will also not work for a single person who has two identical cars in the same class at the same concours. If that person indicates his first car as ...000-C1 and the second car as ...000-C2, there will not be any confusion as to which car is being scored.

NB-3e JCRC Rule Book Proposed Changes

Chapter III Instructions and General Rules for the Judge

D. JUDGE CERTIFICATION AND CERTIFICATION

2. The Certification Process for New Judges

Current Rule:

- e. ~~As a further step to improve the standardization and quality of JCNA concours Judging, beginning in 2013, Driven Division will still require only one Certified Judge per Judging Team, but Champion and Special Divisions will require two Certified Judges per Judging Team.~~

Proposed Rule Change

- e. Beginning in 2016, all Judges for both Champion and Driven Divisions must hold current JCNA judging certifications. The only exception being that those events at which separate OV teams are used, only one Certified Judge pre-OV Judging Team will be required.

Reason:

To require the need for all judges on a judging team, as noted above, to be certified.

Concern:

If this proposal passes, a provision must be made for what action to take if there are not enough certified judges to meet this criteria the day of the event.

The following changes are reflected in three different locations:

Reason: To clarify the source of written proof required to verify authentic items.

Chapter 3, Instructions and General Rules for the Judge

N, THE JUDGE AND THE ENTRANT

2. Authentic Options

~~Authentic options are those items listed in Jaguar Parts Books or official Jaguar sales literature. Only written proof from those sources, from Jaguar Cars or from JCNA approved Judging Guides is acceptable. **Factory items offered as standard must be correct for the year and model presented** (see Appendix C and E).~~

Authentic options are listed in official Jaguar publications or official Jaguar sales literature. Only written proof from those sources, from JCNA approved Judging Guides or from specific portions of JCNA Seminar Technical Bulletins is acceptable in validating such items. Factory items offered as standard must be correct for the year and model presented.
(See Chapter VI, A.4 and Appendices C and E.)

Chapter 4, Instructions and General Rules for the Entrant

A. Introduction

4. Authenticity Documentation

Authentic parts, options, and configurations are only those listed and/or illustrated in:

- a. Official Jaguar Cars Ltd. - Parts Books, Service Manuals and Owner's Manuals;
- b. Jaguar Cars Inc. and Jaguar Canada Inc. Sales Literature and Accessory Brochures;
- c. Official JCNA model-specific Judging Guides.
- d. **JCNA Seminar Technical Bulletins, where the content quotes or copies Jaguar Cars or certain JCNA publications, (see Appendix C, Tables C-1 and C-3).**

These, or other Jaguar Cars Ltd. or Jaguar Cars Inc. (see Note below) publications, are the only ones acceptable for documenting authenticity (see Appendix C.)

Chapter 4, Instructions and General Rules for the Entrant

C. PRESENTING THE JAGUAR FOR JUDGING - ALL DIVISIONS

5 THE JUDGE AND THE ENTRANT

~~Authentic options are those items listed in Jaguar Parts Books or official Jaguar sales literature. Only written proof from those sources, from Jaguar Cars or from JCNA approved Judging Guides is acceptable. **Factory items offered as standard must be correct for the year and model presented** (see Appendix C and E).~~

Authentic options are listed in official Jaguar publications or official Jaguar sales literature. Only written proof from those sources, from JCNA approved Judging Guides or from specific portions of JCNA Seminar Technical Bulletins is acceptable in validating such items. Factory items offered as standard must be correct for the year and model presented.

(See Chapter VI, A.4 and Appendices C and E.)

Add the following table to Appendix C.

Table C-3

JCNA Seminar Technical Bulletins

Only that bulletin content, which quotes or copies information from the Jaguar Cars documents, listed in Table C-1, is permitted for validating feature and component authenticity.

JCNA SEMINAR/TECHNICAL BULLETINS	ISSUE DATE
XK120	1989, 1998, 2000
XK140	1992
XK150	1993
MK 2 SEDAN	1995
BIG SALOONS MK VII, VIII, IX	1999
S-TYPE & 420 SEDANS	1996
SERIES 1 XJ6 & XJ12	1991
E-TYPE SERIES 1 3.8 & 4.2	1994
E-TYPE SERIES 2	? 1967
E-TYPE SERIES 3	1990

Discussion Item for Fall JCNA BOD

Membership Reporting (Numbers)

This subject has been touched on before but never in a serious way. I believe it is time for us to do so in an official manner, but in an accurate and legitimate manner with an explanation of how and why we are doing so.

This issue as well as many others are legacy issues from our colonial era under Jaguar. They as we do now reported membership per subscription to the Jaguar Journal which met their needs. We continue to report membership in the same manner and it does no service to JCNA, its functions, or the affiliated clubs.

JCNA continues to report membership at xxxx which is accurate for paid numbers but does not reflect the true “membership” of JCNA. It also does not reflect the support effort that JCNA functional areas provide. JCNA is a “family membership” club per the by-laws. Regardless of the number in a family unit that are JCNA members by law we have historically counted the membership as 1 (one). While we (JCNA) understand that figure is not actually one the rest of the world does not.

All functional areas of JCNA respond equally to any member of that unit and provide the requested service. As an example if more than one part of the unit requests administrative support Deanie would service all of them’ however at the end of the day her workload is looked upon as 50% of what the actual may be. The Journal has a circulation number but would benefit from being able to state how many members it serves-and so on.

While I am not suggesting we JCNA inflate the figures I am suggesting we establish a standard method of reporting membership. I am also not suggesting a bean counter approach to the member roster. That would be difficult and time consuming. I suggest we agree on a reasonable factor to determine our true membership and report it to the members and then use it in all official correspondence and outreach.

We would need to continue to report the subscription figures that are tied to membership dues but with a caveat that it represents an actual membership number.

EXAMPLE: The membership/subscription for the year ending 2014 is 5589. The JCNA member actual is 10,000.

It was clear from the JJ survey (which responded at well over 25%) that more than 90% of the memberships include 2 or more members. I suggest we arrive at a factor to determine actual numbers.

This would help the membership efforts, help JJ advertising sales, and any other outreach campaigns. Properly communicated to the membership it also might be an eye opener as to how much service they actually get from the \$30 and it may be a moral booster to all—it would me!

So thanks for considering this and your thoughts and comments are welcome.

As a final note I have discussed this before with some others. One comment that will arise is that using a factor to determine true membership is inherently not true. I agree with that comment but then again using a \$30 dollar check to determine true membership is not true either.

We must help ourselves help ourselves. I am not wishing for an over sale here but then again we have been underselling for about 60 years.

George Camp

DI-2 Proposal For Post AGM Meeting

One of the more curious things we do in JCNA *in my opinion* occurs each year at the AGM. We have a BOD meeting to conduct business and then the AGM. A new slate of officers and RDs are then installed and we immediately disband and return to our various regions with little or no discussion by the new team in any formal sense as to direction or goals for the next year. In some cases there is not even a face to face contact. So while not necessarily strangers it is certainly an ad hoc approach to management and relationships.

We also “huddle” after the AGM to elect a member to serve on the executive committee and snap a photo which is always problematic. So here is what I propose:

After the AGM, hold an informal meeting of the new BOD and lay out goals, plans, and priorities for the next year. Highlight areas of concern and expectations of each other. Check contact information (phone, email, address etc.) and perhaps an idea of each others personal schedules to make communication less stressful and more congruent with our lives. As this is not a formal meeting no mins. or structure would be necessary, just frank open dialogue. Having spoken with several of you it seemed an acceptable plan. All I spoke with thought that immediately after the AGM would be too taxing—I agree. What was suggested is a JCNA sponsored breakfast the next morning arranged as to not conflict with the days activities or travel plans.

So in essence this is a request that the current BOD approve this breakfast for 12 or so for the morning after the AGM.

Thanks for this consideration.

George Camp

DI-3 PROPOSAL To Conduct The Challenge Championship (CC) With Consistency And Quality

DRAFT

September 20, 2014 v1.0

Purpose:

To help ensure the bi-annual Challenge Championship (CC) is conducted with the consistency and quality envisioned by JCNA leadership and members.

Background:

The bi-annual CC is a premier event for the JCNA with attendees drawn from the national membership and sponsors from major corporations including Jaguar, USA, Inc. Starting in 1983, every two years a local club has hosted a CC in their city. Club members contribute their time and effort towards staging a CC that mimics or follows the pattern set by the clubs that organized previous CC's. Many of the past CC's have been regarded as successful and notable events. However, not all clubs have members with the skills, time, or interest to put on a successful CC. It is in the interest of the JCNA to put on these national meetings in a consistent, predictable, and high-quality manner.

A preview of a functioning, JCNA driven approach to standardizing CC structure and function could contain one or more of these following approaches:

An **Active** approach could consist of a standing JCNA CC committee whose members plan and produce the CC at a location selected by JCNA with local club input. In this scenario, local club talent would be engaged within all aspects of CC conduct under the direction of JCNA committee members. The JCNA would be responsible for CC activities and the local club would be responsible for additional staffing, local knowledge, and liaison with local sponsors and participants. Adherence to JCNA CC committee event policy would be assured.

A **Passive** approach could consist of member clubs volunteering to host a CC and providing all staff and expertise as is now done. JCNA involvement would consist of providing information, document templates, planning outlines, and other relevant experience and encouragement. The JCNA web site could contain a library of past CC event histories, PDF documents, and related information. The member club would as now be responsible for all aspects of the CC with the JCNA providing an enhanced level of support via web based materials and expert input when requested by the member club. Adherence to JCNA CC committee event policy would be expected.

A **Cooperative** approach could consist of JCNA CC committee members actively planning and conducting the CC jointly with member club involvement. For example, the member club Concours Chairperson would co-manage the concours activity with the JCNA CC committee Concours representative. In this way JCNA expertise and procedures would bolster and guide the member club expertise towards the activity formats desired by the JCNA. Local talent would be fully utilized with JCNA expertise deployed to support and enhance all CC functions. Adherence to JCNA CC committee event policy would be expected.

Implementation:

A suggested implementation would include:

- a. Discussion of the merits of the proposal and determination of interest in creating CC standards.
- b. Appointing a CC committee to create policies, rules, guidelines, and other materials needed to support CC standards.
- c. Discussion with member clubs about best practices identified during past CC events.
- d. Creation of a policy document for presentation to the JCNA and subsequent ratification or rejection by the members.

Dick Maury

DI-4 Proposal to rename the Western States and Challenge Championship events

With the changing of member demographics the name “Western States” the “Challenge Championship” are due for a name change. We need to make sure the all the western regional clubs are included in the name not just those of the states. Challenge Championship does not really seem to be anything more now than a regional event. There is no real Head to Head competition of the JCNA 100 point winners as was its original intent. Western States has been a JCNA sanctioned event, but never a financially supported event. Renaming it would make it more inclusive and would allow for JCNA financial support.

Proposal to rename the events possibly “Eastern Regional Biennial” and “Western Regional Biennial” or something similar. This would also leave room for “Central ...”, “Midwestern” and “Southern ...” events, should someone want to host them. Or even “North West Jaguar Festival”, “North Central ...”, etc, are possibilities.

Thought of by Barbara Grayson

Written by Steve Kennedy and Barbara Grayson

CP-1 Change to Administrative Policy A-0100-105

As JCNA changes and leadership is more attuned to “happenings” and is involved in the management of the club certain “legacy” items need to be brought forward into current accepted practice. The policy above is from a time when there was no e-mail, forums, etc. It is from a time of letters and phone calls. Simply stated it is still a good structural policy but the initial steps should be modified.

Injecting the leadership at the outset is inherently prejudicial and the real possibility exists that the requested action might emanate from a member of the executive committee. I therefore propose that the policy be rewritten to reflect that at the initial stages the “investigation’ and fact finding be deferred to the most trained and dispassionate member of the BOD—legal council. This makes sense to me as if the issue goes to full conclusion legal council will be involved in the execution of the BODs wishes and any fallout from those actions. This simply injects council into the issue at its earliest stages and allows for their professional application of “tests” to determine in a dispassionate manner if the “offense(s) rise to the level of action.

George Camp

CR-1 Jaguar Liaison Report to the JCNA Board of Directors

October 2014

In the aftermath of the Boston AGM, it appeared that there had been a breakthrough in the communications between JCNA and Jaguar Land Rover NA. Jeff Curry's presence and participation seemed to be one of the highlights of the event and after discussions with Jeff après event, he seemed to have better understanding of JCNA and a vision for how JCNA and JLRNA could work together going forward.

In the months following the AGM, reality and the press of day-to-day business, such as product and dealer events, budget revisions and a total re-evaluation of staffing levels, all conspired to push many of the ideas Jeff had to the back burner.

While this could not be helped, there were still outstanding items between JCNA and JLRNA that had to be prioritized regardless of weight of those other obligations. Thanks to the hard work and persistence of Rob Thuss, George Camp and Gary Kincel, the two parties were able to finalize and sign a long needed advertising agreement for Jaguar Journal, thus assuring an on-going presence for Jaguar Cars in the JJ.

While that was a positive and greatly needed step in the right direction, there are outstanding issues still to be agreed upon. It is my belief that these agreements will be addressed and finalized within the next 12 months.

Unfortunately, the momentum which we had begun to build between JCNA and JLRNA came to an unforeseen, hopefully temporary, halt with the abrupt departure of Jeff Curry in September. The resultant realignment of responsibilities, including the elevation of Kim McCullough, former VP of Brand for Land Rover, to the VP of marketing for both Land Rover and Jaguar Brands, leaves the responsibility for the Club unassigned at the moment. However, I will continue in my role as Club Liaison and designated Board Member regardless.

I do want to take this opportunity to thank the Club and its members for its continued support of Jaguar, especially at events that immeasurably enhanced by the presence for member owned cars. I can honestly say that the quality of the cars and the generosity of the Club members has helped further secure Jaguar's legacy and heritage in the eyes of both the public and the Media. And JLRNA recognizes that contribution and greatly appreciates it.

Fred Hammond - Jaguar Land Rover Designated Board Member

CR-2 JCNA - Jaguar Cars Liaison Report

Prepared for: Fall BOD 2014

Prepared by: Gary Kincel

SUMMARY

In the role as the Liaison to Jaguar Cars for JCNA, my main purpose has been to keep open, and strengthen the lines of communication between our club and Jaguar Cars. To seek common ground where we may support each other for the betterment of the Jaguar Brand and JCNA Membership.

As reported at the AGM. Our annual request for financial support from JLR for affiliate club events was forwarded to JLR at the end of Feb. This included request for event funding that Deanie Kennedy had from affiliate clubs at that time. After some budget reductions at JLR, funds were sent to JCNA, at a reduced rate from the original request, and dispersed to the affiliate clubs. At this time, there are 2 open request for event funding that await payment from JLR. We appreciate the financial support received from JLR for both national and affiliate club events, and remind the affiliate clubs that all request for 2015, should be made before the end of Feb. 2015 to Deanie Kennedy so that they may be consolidated and forwarded to JLR for consideration.

JLR has resumed the discount program for purchase of new Jaguar cars by members of JCNA. A new dealer bulletin was issued #JSOB 14-18 which outlines the levels of discount and models involved. This new program does include discounts on the F Type, which has been selling very well this year. The current discount program is set to expire in March 2015. Although we do not have exact numbers, we believe this program has worked very well to offer an added membership benefit to JCNA members, and to help sell more cars for JLR.

As reported at the AGM. We have had ongoing conversations with JLR, in our attempt to resolve some open issues related to the Jaguar Journal and use of Jaguar brand images. During the past few years, there has been changes within the management ranks at JLR in the U.S. that have slowed the process. Most recently Jeff Curry, VP for Jaguar in the U.S. left the

company after we had started to build a relationship with him and were discussing the issues involved. During these management transitions, communication and resolution of issues has moved slowly. Rather than wait for a new VP to be appointed, we plan to communicate with Christopher Marchand, EVP for the U.S. in our effort to keep discussion and problem solving moving forward. We continue to discuss with Fred Hammond, and Jaguar Legal, open issues that Rob Thuss has highlighted. These discussions involve our past and current licensing agreements with Jaguar Cars. As progress is made with regard to these conversations and agreements, report will be made to the BOD. There is a new advertising agreement in place for the Jaguar Journal that was signed by both JLR and JCNA. Thanks to Rob Thuss for driving the process to completion of this new agreement.

Fred Hammond reported earlier this year that the Jaguar Archives in Mahwah has been working on a project to eliminate duplicate inventory. As a result, Fred has made donations of excess material to JCNA for sale in the shop. This material thru the effort of George Camp has been put onto the JCNA website for sale with proceeds split between JLR, and JCNA.

As reported at the AGM, Preliminary work for creation of the Jaguar Foundation is complete. For more than a year, George Camp and I have worked together to create a Foundation with the primary goal of honoring the heritage and history of Jaguar Cars in North America, providing information to anyone interested in restoring or repairing an older Jaguar, and helping students financially, that are interested in a career in the automotive restoration arts. Work on creating a legal entity, and seeking approval from the IRS for status as a 501c3 public charity is complete. We can now accept tax deductible donations of cash and material related to our goals. Since the AGM, the foundation has started to receive donations of both collectable material and cash, to support the ongoing efforts toward achievement of our goals. We invite everyone to become a patron of the foundation and help support our efforts. Applications are available from any board member of the foundation, or at the foundation website. Jaguarfoundation.org .

I continue to work on the achievement of our 2 main strategies as noted below, and in previous reports.

1. Maintain ongoing regular communication with Jaguar Cars.

On a periodic basis, I talk with Fred Hammond regarding issues that come to our attention. Fred and I have open and lively conversations with the goal of finding mutual agreement and common ground on any issue that we deal with.

2. Act as a point of contact with Jaguar Cars for JCNA and the Affiliate Clubs.

Since JCNA is a small part of Fred's job as a consultant to Jaguar Cars, our goal here is to have a primary point of contact for communication between JCNA and Jaguar Cars. We continue to work at strengthening this primary point philosophy. Please communicate directly with Gary Kincel on the JCNA side as a primary contact for anything related to JLR.

I believe in both areas noted above that we have made progress toward our goals. We continue to seek good ways to communicate with Fred and Jaguar Cars to the betterment of both JCNA and Jaguar Cars.

Submitted by:
Gary Kincel

CR-2 JCNA - Jaguar Cars Liaison Report

Prepared for: Fall BOD 2014

Prepared by: Gary Kincel

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Submitted by:
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Jaguar Clubs of North America Profit & Loss Prev Year Comparison January through September 2014

	<u>Jan - Sep 14</u>	<u>Jan - Sep 13</u>	<u>\$ Change</u>	
Income				
701-1 · Club Dues	125,452.87	112,027.47	13,425.40	JCNA has added 1256 members since the 3/26/14 AGM report
701-2 · Members at Large	10,230.28	5,654.86	4,575.42	A majority of the new members being added are MAL
701-3 · New Member Dues	0.00	623.63	-623.63	This category is now combined with the club dues, I no loner try to break them out
701-4 · Non Member Registration Events	504.14	690.00	-185.86	
701-5 · Life Member Income	500.00	1,485.92	-985.92	
701-6 · Membership Dues-Pay Pal	-4,369.64	44.36	-4,414.00	Pay Pal fee absorbed by JCNA for on line members joining JCNA/fee not passed to the clubs
703-0 · Jaguar Journal	25.00	111.00	-86.00	
703-1 · Advertising	52,081.80	48,379.64	3,702.16	
703-2 · Jaguar Cars	22,500.00	22,500.00	0.00	
703-3 · Web Advertising	1,500.00	1,518.82	-18.82	
703-6 · Tech Line Advertising	2,625.00	2,625.00	0.00	
704-1 · Books	0.00	0.00	0.00	
704-2 · Jaguar Journal Copies	4,343.88	4,300.00	43.88	
704-5 · Publications	7,803.81	8,763.29	-959.48	
704-6 · Regalia	8,870.97	9,118.65	-247.68	
704-61 · Regalia/Publications S & H	0.00	11.49	-11.49	
704-7 · Trophies	17,036.88	17,190.55	-153.67	
704-9 · Archieve Sales	367.14	1,279.16	-912.02	
705-0 · Interest Income	2,159.17	2,248.71	-89.54	
706-0 · Jaguar Cars Club Sponshorship	-11,075.00	12,500.00	-23,575.00	Timing, invoice for 2013 sponsorship was in 2013, funding received and checks cut in 2014
707-0 · Subscriptions	44.00	22.00	22.00	
Total Income	240,600.30	251,094.55	-10,494.25	
Expense				
800-1 · Books - Expense	0.00	0.00	0.00	
800-10 · PTS Expense	126.06	70.62	55.44	
800-5 · Publication Expense	7,126.02	7,186.67	-60.65	
800-6 · Regalia Expense	5,988.52	7,255.92	-1,267.40	
800-61 · Regalia - Flyers	7.48	0.00	7.48	
800-63 · Brochures	62.81	0.00	62.81	
800-65 · Publications & Regalia Contract	5,000.00	5,000.00	0.00	

Jaguar Clubs of North America
Profit & Loss Prev Year Comparison
January through September 2014

	<u>Jan - Sep 14</u>	<u>Jan - Sep 13</u>	<u>\$ Change</u>	
800-7 · Trophies Expense	11,696.17	18,397.47	-6,701.30	Trophy expense has decrease because of better management
800-8 · National Trophies Expense	7,084.42	8,978.57	-1,894.15	Trophy expense has decrease because of better management
800-9 · Other Expense	0.00	0.00	0.00	
801-2 · Legal	149.61	121.95	27.66	
802-0 · Bank Charges	126.38	124.02	2.36	
802-1 · Credit Card Service Charges	3,107.64	3,136.69	-29.05	
803-0 · Insurance	11,838.78	13,624.00	-1,785.22	2014 I am booking insurance in prepaid and applying as used previously booked entire amount at one time
804-0 · License & Tax	25.00	25.00	0.00	
805-0 · Postage - Administrative	418.82	553.64	-134.82	
805-1 · Postage - Regalia/Publications	2,136.85	1,899.71	237.14	
806-0 · Printing/Copying	55.59	23.80	31.79	
807-0 · Office Supplies	578.52	619.58	-41.06	
809-0 · Web Site	13,164.90	180.00	12,984.90	Web site cost so far
809-1 · Web Site Manager	0.00	3,750.00	-3,750.00	
809-2 · Web Site Asst Mgr	375.00	375.00	0.00	
810-0 · Other Administrative Expenses	402.27	135.00	267.27	
820-1 · Administrative Manager	27,000.00	25,500.00	1,500.00	
825-0 · Donations	170.83	100.00	70.83	
830-1 · Meetings-AGM	2,410.82	873.90	1,536.92	
830-2 · Meetings-Board	0.00	1,354.35	-1,354.35	
830-3 · Travel Expense	6,648.24	5,642.64	1,005.60	
835-0 · Bad Debt Expense	0.00	1,658.75	-1,658.75	
850-0 · 888 Telephone Expense	409.12	359.55	49.57	
850 · Member Expenses	-48.88	340.34	-389.22	
851-0 · Member Card Mailing	4,206.20	3,777.70	428.50	
852-0 · Member Card Printing	1,640.95	1,296.96	343.99	
853-0 · PTS Mailing Expenses	2.24	1.72	0.52	
854-0 · Other Membership Expenses	122.99	177.67	-54.68	
855-0 · Membership Mailing Supplies	0.00	135.00	-135.00	
856-0 · Membership-Postage	1,223.01	942.28	280.73	
858-0 · Life Membership Expense	72.97	201.81	-128.84	
860-6 · National Event Trophies	509.80	265.54	244.26	
865-1 · Tool Loan Deposit	813.69	-4,809.46	5,623.15	
865-2 · Tool Loan Shipping	19.00	34.00	-15.00	
865 · Tool Loan Program	-966.87	5,608.63	-6,575.50	
870-1 · JJ Commission Expense	7,000.94	4,187.95	2,812.99	Commission expense higher do to new Ad manager and commission structure

Jaguar Clubs of North America
Profit & Loss Prev Year Comparison
 January through September 2014

	<u>Jan - Sep 14</u>	<u>Jan - Sep 13</u>	<u>\$ Change</u>	
				Cost of M. Cook Reception at AGM (Jaguar Cars to reimburse \$975)
870 - Jaguar Journal Expenses	1,946.20	0.00	1,946.20	
871-0 - JJ Editor Expense	24,040.66	29,300.00	-5,259.34	
871-1 - JJ Contributing Editors	200.00	1,500.00	-1,300.00	
871-2 - JJ Associate Editor	3,600.00	2,900.00	700.00	
872-0 - JJ Mailing	18,390.27	14,722.69	3,667.58	
873-0 - JJ Printing/Layout	36,559.29	33,172.92	3,386.37	
873-2 - JJ Advertising Pay Pal Discount	5.76	22.10	-16.34	
Total Expense	<u>205,448.07</u>	<u>200,724.68</u>	<u>4,723.39</u>	
				Biggest change causing decrease in income is the \$12,750 spent on the web site, and the timing of the Jaguar Cars Sponsorship money
Net Income	<u>35,152.23</u>	<u>50,369.87</u>	<u>-15,217.64</u>	

Jaguar Clubs of North America
Balance Sheet
As of September 30, 2014

	<u>Sep 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
100-2 · Wells Fargo - Operating	1,380.06
101-3 · Wells Fargo-Savings	102,949.85
101-4 · Wells Fargo - Savings Pay Pal	6,237.41
103-3 · Merrill Lynch-Goldman Sachs	7,000.00
103-4 · Merrill Lynch - Goldman Sachs	18,000.00
103-6 · Merrill Lynch-American Express	19,000.00
103-7 · Merrill Lynch-CIT Bank	23,000.00
103-9 · Merrill Lynch CD - 9	20,000.00
104-0 · Cash in Brokerage Account	4,149.80
104-2 · Merrill Lynch-Amer Express	22,000.00
104-5 · Merrill Lynch CD CAPMARK Bank	19,000.00
104-6 · Merrill Lynch CD Capital Federa	22,000.00
104-8 · Merrill-CD GE Cap Financial	<u>30,000.00</u>
Total Checking/Savings	294,717.12
Accounts Receivable	
200-1 · Accounts Receivables	<u>25,645.34</u>
Total Accounts Receivable	25,645.34
Other Current Assets	
300-0 · Inventories-Publications	262.00
301-0 · Inventory - Regalia	17,066.90
302-0 · Inventory - Trophies	14,048.00
303-0 · Inventory - National Awards	2,848.00
305-0 · Inventory E-Type Badges/Pins	<u>2,184.20</u>
Total Other Current Assets	<u>36,409.10</u>
Total Current Assets	356,771.56
Other Assets	
400-0 · Prepaid Insurance	<u>10,517.68</u>
Total Other Assets	<u>10,517.68</u>
TOTAL ASSETS	<u><u>367,289.24</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	

1:58 PM
10/09/14
Accrual Basis

Jaguar Clubs of North America
Balance Sheet
As of September 30, 2014

	<u>Sep 30, 14</u>
500-1 - Accts Payable	1,877.92
502-0 - Deferred Club Dues	35,000.00
503-0 - Deferred Dues - MAL	<u>3,580.99</u>
Total Accounts Payable	<u>40,458.91</u>
Total Current Liabilities	<u>40,458.91</u>
Total Liabilities	40,458.91
Equity	
600-00 - Net Assets -Unrestricted	259,193.10
699-9 - Retained Earnings	32,485.00
Net Income	<u>35,152.23</u>
Total Equity	<u>326,830.33</u>
TOTAL LIABILITIES & EQUITY	<u><u>367,289.24</u></u>

CR-3c

Administrative Manager/Treasurer Report Deanie Kennedy

Membership Report October 2014

The renewal process continues to improve as everyone gets more familiar with the process. There are a few that still prefer to send by postal service but we most membership chairs have embraced the new process and appreciate how much easier it has made the renewals. Membership cards were mailed out the beginning of April. Our membership is currently at 6110 up 1256 members since the AGM. This is an increase of 491 members over the same period last year. The increase can be attributed to the Jaguar Cars incentive program for purchasing new/leased vehicles. I have 10 dealers that I work with on a very regular basis bringing in new members. I went from processing an average of 150 members every month, to processing 300 members every month after the renewals have been processed for the AGM.

The clubs that are using the JCNA Pay Pal option have seen a significant increase in the number of new members they receive through the program. Be sure you talk to your clubs about signing up for the PAY PAL program they can do so without having a Pay Pal account. All you have to do is opt in and your new members will start rolling in. I handle the rest, send your club their portion of the dues and the members JCNA number. The clubs that participate are seeing a nice increase in their membership.

CR-3d Membership Committee Report

Dear JCNA Leadership,

Greetings!

On behalf of all of us on the JCNA Membership Committee, I'd like to share the results of the recent Membership Survey.

We're sending this to you now so that you would have the opportunity to review it prior to the BOD meeting this coming Sunday. I'm participating in the BOD meeting, so if you have any questions or comments, I'll be there to answer them. A more abbreviated Executive Summary of the survey will be discussed during the BOD meeting.

Our next step will be to share the results with all 65 Local Clubs, but we wanted the JCNA Leadership to see it first and have the opportunity to comment on it.

We feel that the survey met its objective in helping us learn "where we are" as an organization; and from this, we feel that we can "build our future" with improved programs and tools that help us find, recruit and retain members. We desire to create the best membership experience of any car club.

Please note the quality and quantity of comments and suggestions in the tabs for Questions 11 and 18. We feel that these comments capped off a very good survey. We hope you agree.

The JCNA Membership Committee is also compiling individual Local Club and Regional analysis in case any of the Local Clubs / Regions / RDs want to see their respective results. This will be ready in a few weeks by request.

Thank you

Greg Huelsman (NC), on behalf of the entire JCNA Membership Committee

Doug Dechant (SW)

Ed Avis (NE)

David Hayden (SE)

Jay Hixson (SE)

Eleanor Morris (NE)

Jennifer Orum (NW)

Bill Rader (SC)

JCNA Membership Survey Executive Summary For JCNA Leadership



A Report from the JCNA Membership Committee October 12, 2014

The JCNA Membership Committee launched a membership survey via *Survey Monkey* in July, 2014, which remained open for three months and officially was closed on September 30, 2014. There were 468 survey responses (approx. 10% of total membership) received and those responses represent 60 of the 65 local clubs. There was a good representation in membership tenure; with 35% of survey participants having more than 10 years with JCNA, 55% more than 6 years, and 12% less than one year. Twenty-seven percent of survey participants are involved in club leadership.

This executive summary is broken down into two sections; a Local Club summary and a JCNA overall summary. The Survey can be reviewed in its entirety in our "Survey Results Summary" report.

Local Club:

Members expressed a keen interest in and concerns about monthly meetings, events, how the local club is managed and JCNA organizational issues as they pertain to major activities (AGM, Concours, etc.). Members want monthly meetings that are interesting and fun; and they want events and activities that are varied. Many members expressed a need for more rallies, slaloms, technical events and driving events. The overall satisfaction rate of program offerings (meetings, events, slaloms, rallies, etc.) was average (about 2.5 out of 5) with highest ratings going to the slaloms and lowest satisfaction rating going to the club newsletter. Also, geographic accessibility is given as the major reason for not attending events and meetings. When asked about improvements that are needed, Members stated that monthly meetings and events/activities are most in need of improvement. Members want more communications; an improved website (local and national) and improved and frequent newsletters. Members want Local Clubs to create a wholesome culture of inclusion, enjoyment and camaraderie; and not come over as snooty. Regarding club leadership, the survey shows that there is a need for succession planning, voting procedures and inclusion of new members in leadership positions and not just the same old ones, yet, there is a recognized difficulty as to how to accomplish this. Motivating members to participate is seen as a challenge. Regarding membership recruitment, only 39% feel that their Local Clubs have an active recruitment program, however about 78% of members rated their Local Club as good or excellent in meeting membership expectations. There are numerous suggestions for improvement and the committee recommends that Local Club and JCNA Leadership review these suggestions in the "Survey Results Summary" to learn how to improve overall and local club effectiveness.

JCNA:

From the JCNA overall perspective, the *Jaguar Journal* is the most highly appreciated (70%) benefit of membership. They also rated it as important (88%). However, members want more from the *Jaguar Journal* such as technical information, more local club articles, classics and centerfolds. By far, members want a better website – some know that it's coming – some don't. Members feel that JCNA needs to improve in communications to the Local Clubs and reach out to them to assist in a number of areas; and to better service Members-At-Large, a growing group of members. As it was with Local Club issues above, many members voiced concerns about the distances to JCNA major events (AGM, Challenge

Championship, etc.), suggesting that more regional events may be a solution to greater involvement and communication. There is a recurring theme that we must attract younger members for growth, yet there is concern in how this might be accomplished given the cost of Jaguars and perceptions of typical Jaguar owners (older). Regarding competition, nearly two-thirds said that they enjoy competing or plan to compete in the future, but many feel that the rules need overhaul. Members want more "shoppe" items and variety, especially apparel. A question was added about member plans to purchase a new Jaguar – about one-third plan to do so within 3 years - this information should be important to JCNA's relationship with Jaguar Cars. The Committee recommends that JCNA Leadership carefully review all of the suggestions that were submitted in Questions 11 (suggestions for Local Club improvement) and 18 (suggestions for JCNA improvement). The candid comments in these two questions provide good input and are a real keystone to the survey. The survey showed that there is a broad-based "branding" issue pertaining to Local Club names – members stated their local club names using various terminologies, sometimes up to 8 different names, initials, etc. for the same local club – and some don't know it or get the name wrong.

The JCNA Membership Committee will use the survey data to help JCNA and Local Clubs "Build our Future" by addressing the issues raised in the survey and creating appropriate initiatives and outputs in conjunction with JCNA leadership approval. The JCNA Membership Committee will provide survey results to all 65 Local Clubs soon after JCNA leadership has had a chance to see the report. The JCNA Membership Committee wishes to thank JCNA leadership for its support. We hope that JCNA leadership is as thrilled as we are with the survey information.

Sincerely,
JCNA Membership Committee

JCNA Membership Survey

To which Local Club affiliate of JCNA do you belong?	
Answer Options	Response Count
	462
<i>answered question</i>	462
<i>skipped question</i>	6

Note: Below are response numbers by Local Club

Details of these responses are in the d

<u>LOCAL CLUB</u>	<u>SURVEY RESPONSES</u>	<u>Approx. No. of MBRS *</u>
Illinois Jaguar Club	5	114
Jaguar Affiliates Group of Michigan	5	117
Jaguar Club of Ohio	23	92
Jaguar Association of Central Ohio	2	60
Ontario Jaguar Owners Association	6	112
Jaguar Club of Pittsburgh	14	53
Wisconsin Jaguars Ltd.	3	102
Jaguar Drivers Club Area 51	20	54
Jaguar Association of Greater Indiana	7	66
Jaguar Club of Greater Cincinnati	1	46
Susquehanna Valley Jaguar Club	2	29
Jaguar Club of Southern New England	37	109
Jaguar Association of New England	19	206
Jaguar Drivers' Club of Long Island	20	59
Jaguar Aficionados of Greater Buffalo	1	44
Jaguar Association of Central New York	6	52
Jaguar Touring Club	4	108
Capital Region Jaguar Club of New York	5	45
Delaware Valley Jaguar Club	9	114
Nation's Capital Jaguar Owners Club	8	158
Ottawa Jaguar Club	11	76
Jaguar Auto Group	6	20
Jaguar Driver's and Restorer's Club of Northwest America	8	120
Canadian XK Jaguar Register	1	69
Pacific Jaguar Enthusiasts Group	1	21
Jaguar Car Club of Victoria	6	101
Jaguar Club of Mexico	3	56
Jaguar Club of Central Oklahoma	9	9
Heart of America Jaguar club	2	44
Gulf Coast Jaguar Club	4	30
Jaguar Association of Greater St. Louis	1	74
Jaguar Club of Tulsa	4	24
Jaguar Owners Association of the SouthWest	1	40
Jaguar Club of Austin	16	37
Jaguar Club of Houston	2	67
San Antonio Jaguar Club	5	42

Jaguar Drivers' Club of North Texas	1	28
Jaguar Club of Florida	14	81
South Florida Jaguar Club	1	21
Sun Coast Jaguar Club of Florida	8	38
Virginia Jaguar Club	6	49
Carolina Jaguar Club	43	129
Jaguar Society of South Carolina	4	26
Jaguar Car Club of North Florida	2	39
Music City Jaguar Club	1	18
Smoky Mountain Jaguar Club	1	78
North Georgia Jaguar Club	1	115
North Alabama Jaguar Club	3	9
Jaguar Club of Southern Arizona	15	43
Jaguar Club of Central Arizona	14	72
San Diego Jaguar Club	10	142
Jaguar Owners Club of Los Angeles	7	147
Jaguar Associates Group	11	207
Sacramento Jaguar Club	3	33
Rocky Mountain Jaguar Club	6	109
Wasatch Mountain Jaguar Register	2	23
Reno Jaguar Club	1	37
Inland Empire Jaguar Club	2	9
Jaguar Club of Southern Colorado	6	35
Jaguar Club of Northern Arizona	3	15
Member at Large	12	262
Skipped Question	6	
Unknown	8	

* Note: percentages based on 2013 membership data

etail report

<u>% RESP</u> <u>by CLUB *</u>	<u>CLUB NO</u> <u>NUMBER</u>	<u>REGION</u>	<u>% RESPNS</u> <u>by REGION *</u>
4.4%	13	NC	
4.3%	19	NC	
25.0%	28	NC	
3.3%	29	NC	
5.4%	43	NC	
26.4%	45	NC	
2.9%	47	NC	
37.0%	49	NC	
10.6%	51	NC	
2.2%	59	NC	
6.9%	63	NC	10.4%
33.9%	8	NE	
9.2%	18	NE	
33.9%	23	NE	
2.3%	24	NE	
11.5%	25	NE	
3.7%	26	NE	
11.1%	67	NE	
7.9%	33	NE	
5.1%	40	NE	
14.5%	48	NE	
30.0%	52	NE	12.7%
6.7%	41	NW	
1.4%	42	NW	
4.8%	44	NW	
5.9%	61	NW	5.1%
5.4%	14	SC	
100.0%	15	SC	
4.5%	16	SC	
13.3%	17	SC	
1.4%	20	SC	
16.7%	30	SC	
2.5%	35	SC	
43.2%	37	SC	
3.0%	38	SC	
11.9%	50	SC	

3.6%	58	SC	10.6%
17.3%	9	SE	
4.8%	10	SE	
21.1%	11	SE	
12.2%	12	SE	
33.3%	21	SE	
15.4%	34	SE	
5.1%	54	SE	
5.6%	55	SE	
1.3%	56	SE	
0.9%	57	SE	
33.3%	62	SE	13.9%
34.9%	1	SW	
19.4%	2	SW	
7.0%	3	SW	
4.8%	4	SW	
5.3%	5	SW	
9.1%	6	SW	
5.5%	7	SW	
8.7%	39	SW	
2.7%	46	SW	
22.2%	60	SW	
17.1%	64	SW	
20.0%	65	SW	9.2%
4.6%	98	N. AMER	4.6%

CR-4a JCNA Publications Report for Fall BOD 2014

JCNA still offers the most complete one stop shop for publications and books in the world. However, there have been some changes over the last year that is cause for thought and study:

1. Motorbooks changed their scheme and outsourced their order fulfillment to Hachette Book Group. It would be an understatement to say their service is less than acceptable, and either they have lost much stock or they are even further sub contracting. Much is out of stock and order ship is very long causing member angst and a departure from previous practice. I had considered dropping them and told them so. Some improvement has been made but the jury is still out.

2. JCNA's efforts with Scott Tucker of Jaguar Land Rover to open up the HELM Inc. vault to JCNA members has paid off with many folks finding replacement for their later model handbooks etc. However I occasionally look at their on line stock and we (JCNA) have placed them in an out of stock position on many of the items. While there is a click-here option that makes one believe there will be future stock I have had no success for 6 months.

3. JCNA publications. While the BOD of JCNA and the President have been asked numerous times to protect the JCNA proprietary materials (IE Judging guides) this has not been done. These were and still are in high demand and are touted with links for free down load on many other forums. In effect we are giving our property away. When I assumed the role of publications manager I did so only if the shoppe took care of all expenses. Due to market saturation, vendor failure, and an open boarder policy re: JCNA material that is no longer true.

4. I believe there is no longer a market to operate the publications as they are and suggest the entire shoppe be reviewed by the business committee for restructuring. The new web site will help some but the boot leg copies of material are already out there. JHT has the same problem.

George Camp

CR-4b JCNA Trophy Report for Fall BOD 2014

CLUB Trophies

JCNA continues to offer the clubs an automated high quality trophy for events. We continue to offer a buy back program so that clubs no longer need to “stock” trophies at the local level. The average order ship time is between 24 and 48 hours. That is down from 8 to 12 weeks just 5 years ago.

JCNA in conjunction with Coventry West continues to monitor and predict stock levels. Wilton Armetale’s lead time has increased slightly (@14 days, but that has had little effect. It is the stated goal of JCNA to continue to approach the trophy stocks so that the least amount is retained on the shelf while serving the clubs seamlessly. This may never be scientific as clubs purchase locally from time to time but, almost always return to a predictable and economical product.

By the way we have been able to hold price with WA and the clubs with inflation having little impact.

We will need to order aprox. 10 k for next year’s requirements.

North American Trophies (EOY trophies)

Per direction of the BOD the EOY trophy has been changed to the new design (image attached). We have a small amount of left over trophies that will be issued along side the new. The two complaints last year were to wording and shape/size. As the new design hits both of those areas RDs need to be aware of this and anticipated complaints.

Sufficient stocks have been ordered for the 2014 conclusion (@ 6.8k) and will be delivered in the last week of Feb. 2015 (net 60). A prototype is expected to be delivered to JCNA for review/examination about the time of the Fall BOD.

George Camp

CR-4c JCNA Tool Loan Program

In its second year the tool loan program is now officially a huge success. With the addition of the 700+ tools the Jaguar Foundation acquired and co-located with the JCNA holdings JCNA members now have access to almost every factory approved tool from 1938 to 2005. Some tools are of course in high demand such as the J-7 wire wheel hub puller. I would remind the BOD that it was our tool loan program that allowed JCNA to purchase (at a very reasonable cost) an almost un-used copy. An estate agent from Canada found the only information he could on the web under the JCNA program. He contacted JCNA for valuation and while accurate information was given him he took a considerably reduced offer so that the tool could be in a “proper” place—his words.

The tool loan program has lost 0 (ZERO) tools due to the high deposit and we have had only slight damage to a couple of tools that was resolved by re dressing.

Exact counts are not kept but it is estimated that 5-7 new members join each year simply to use the tools.

All of that good news aside there is a need for a volunteer to fully catalog the tools with illustrations and deposit charges etc. so that the program may be fully automated. While the tool program makes a modest profit there is no room to have this done by hire. As it is now Coventry West provides at not charge the space for storage. The tool loan program continues to be a unique club offering.

George Camp

CR-4d 2014 Fall Regalia Report

Regalia sales have slowed a bit over the summer. Seems like everyone is out enjoying their Jaguars and not buying much. When we do go to shows, like the AGM, CC or Western States, we do sell stuff. It picks up closer to Christmas.

A new item just coming on line is the JCNA Seat Towel. It is designed to put on your leather seats to keep from burning your legs when you are wearing shorts.



I ordered 12 of these, their minimum order, and have sold half of them. The next order I place for them will be for towels with a dark green border. I will also split the logo between the JCNA logo and the older style Jaguar Cars logo, 6 of each.

I was asked to look into Jaguar Ties.



I did find a company, <http://www.zazzle.com/jaguar+ties>, and asked them about quantity discounts. They said their quantity discounts are \$1.50 per tie after an order over 2 ties is placed. A \$1.50 is not much when their ties cost \$35 and up.

At a recent event, someone asked me about ladies sequin Jaguar hats. I am looking into it. If you have a source, please let me know. I could also use a source on the women's sequin Leaper shirt.



At Western States, we gave away "Jaguar Climber" pens.



They are available for \$13.28 each, plus shipping. I have three left from Western States, if everyone thinks we should see if they sell on the JCNA web site, we can try them at \$25. I would suggest ordering them in quantities of 10, \$132.80 plus shipping.

I have looked into having the JCNA Jaguar Leaper, like the leaper used on the JCNA car badge, mounted on a clip and pen, but cannot find anyone, including this company, that can make them at less than 2000 as a minimum.



The JCNA Windshield decal has been updated from the style offered 10 years ago and longer.



Old Style Decal



New Style Decal

The price remains the same at \$2.

CR-5 Nominating Committee Report

MEMBERS: Gerald Ellison - Chair - gellison@jcna.com
Robert Stevenson & Mark Stephenson

REPORT of the JCNA NOMINATING COMMITTEE

TO: STEVE KENNEDY
SECRETARY, JAGUAR CLUBS of NORTH AMERICA

The **JCNA Nominating Committee** has completed its designated task of obtaining one or more Candidates for the position of **Regional Director** for the **2015 -to- 2017** 2-year term of office to represent each of the six **JCNA** Regions and to serve on the **JCNA Board-of-Directors** following the **2015 AGM**. (See **Attached file**). The Election Ballots will be sent to the Membership with the **SEPTEMBER-OCTOBER** Issue of the **JAGUAR JOURNAL** - (to be returned by *December 15th*).

As you know- there are **SIX JCNA Regions**, and there are one or more Candidates seeking the election for the **2015-2017 Regional Director's** position in all six Regions.

**** In the North-East Region:** Only **Peter Crespin (NCJOC)** is running for the **N-E Regional Director (1 candidate)**

**** In the South-East Region :** Dick Maury is NOT seeking the position this year and both **David Hayden (CJC) -and- Andy Dowd (SMJC)** are candidates seeking Dick's position as **S-E Regional Director (2 candidates);**

**** In the North-Central Region -** Gary Kincel is NOT running again. - and **Don Johnson (JC-Pitt) -and- Mike Myer (JC-Ohio)** are seeking the position as **N-C Regional Director. (2 candidates);**

**** In the South-Central Region -** Enrique Vila Gil is NOT running again, and **Dave McDowell (JOA-SW)** is seeking that position **(1 candidate);**

**** In the North-West Region -** **Barbara Grayson (JOCO)** is again seeking the position as Regional Director. (*Thank you - Barbara!!*) **(1 candidate);**

**** In the South-West Region - Rob van Westenberg (Rcky-MtJC) is again running for Regional Director, with both Philip Parker (JC-Cent.AZ) -and- Douglas Dechant (JC-So.AZ) also seeking the position as S-W Regional Director. (3 candidates);**

SO- 6 positions and 10 candidates - (3 INCUMBENT Candidates and 7 NEW Candidates)

To each of the incumbent **2013 - 2015 Regional Directors** who have agreed to seek the position of the **2015-2017 Regional Director** - I sincerely thank you for your dedication to **JCNA** and your Regional Membership in your quest to continue your endeavors toward making the **Jaguar Clubs of North America** the viable organization to which we are all proud to belong. **AND** my sincere wishes of **Good Luck** in the upcoming elections for the **2015 - 2017 Regional Directors.**

To each of the incumbent **2013-2015 Regional Directors** who have decided (for whatever reason) **NOT** to run again -My sincere thanks to you for your past devotion and dedication to **JCNA** and your Regional membership. You leave the ranks with the knowledge of our very sincere **THANKS** for a "Job-Well-Done" !!

AND - My very sincere THANKS to Mark Stephenson and Bob Stevenson - (my Co-members on the JCNA Nominating Committee)- for their invaluable help and suggestions in our quest for obtaining dedicated Candidates willing to serve as Regional Directors on the **JCNA** Board of Directors -for the **2015 - 2017** term of Office !!.

Regards,

Jerry Ellison
Chair, JCNA Nominating Committee

CR-5a LISTING of CANDIDATES

JCNA Regional Director 2015 -to- 2017 2-year Term of Office.

NORTH-EAST REGION :

(NCJOC; DVJC; Empire Div.; JDC LI; JA Gtr Buff; JA Cent. NY; JTC; JCSNE; JANE; Ottawa JC; Jag. Auto Grp;)

- **PETER CRESPIN**
Nation's Capital Jaguar Owners Club
E-mail: pc@thewritersbureau.com ;
& pCrespin@jcna.com
-
-

SOUTH-EAST REGION

(JCFL; S.FL.JC; Sun-Coast JC; JSSC; NGJC; CJC; VJC; Grt.Nash.JC; Smk.-Mt. JC; JCC-N.FI; N.Ala JC;)

- **DAVID HAYDEN**
Carolina Jaguar Club
E-Mail: deltajhotel@aol.com ;
Phn.: (704) 236-0131 ; C-Phn: (704) 236-0131 ;
-

- **ANDY DOWD**
Smoky Mountain Jaguar Club
E-mail: 69sas82@tds.net ;
Phn. # : (865) 966-0230 ; C. Phn: (865) 604-2768

NORTH-CENTRAL REGION :

(JC Pittsburg; JC Ohio; JC Cent. Ohio; JAGM; Ill Jag Club; Wisc. J Ltd.; OJOA; JDC Area 51; JA Grt. IN; SVJC; JC Gtr. Cinc.;)

- **DONALD JOHNSON**
Jaguar Club of Pittsburg
E-mail: bardarajoh@aol.com ;
Phn. #: (412) 653-5796 ; C-phn. #: (412) 951-7717
-

- **MICHAEL MYER**
Jaguar Club of Ohio
E-mail: mhm2@roadrunner.com
Phn. #: 234-808-4193; C.-phn #: (330) 998-0018;

SOUTH-CENTRAL REGION :

*(Gt.Plains JC; JC Tulsa; JC Cent. Okla.; JA Gtr. St.Louis; HOAJC;
JOASW; JDC N.Texas; JC Austin; JC Houston; Aan Antonio; JCNO;
JC Mexico City;)*

- **DAVID McDOWELL**
Jaguar Owners Association of the Southwest
E-mail: xjags@gmail.com ;
Phn. # : (972) 242-4957 ;

NORTH-WEST REGION :

(Can.XK JR; JDRC/NWA; JOCO; Pac.JEG; JCC Vict.;)

- **BARBARA GRAYSON**
Jaguar Owners Club of Oregon
E-mail : barbara@consolidatedautoworks ;
Phn. # : (503) 246-8477 C.-Phn.#: (503) 888-0371

SOUTH-WEST REGION :

*(Sacr. JC; JAG SF; JOC,LA; SD JC; JC S.AZ; JC Cent.AZ;
JC N.AZ; Reno JC; LVJC; Inland Emp.; Rocky Mt. JC;
JC S. CO; Wasatch Mtn. JR;)*

- **ROB van WESTENBERG**
Rocky Mountain Jaguar Club
E-mail : rvanwest@rvanwest.com ;
Phn. # : (303) 697-5475 ; C-phn. # : (303) 697-5483 ;

-
- **PHILIP PARKER**
Jaguar Club of Central Arizona
E-mail : pres@jcca.com ; -&- pmparker2@cox.net ;
Phn. # : (480) 284-5246

-
- **DOUGLAS DECHANT**
Jaguar Club of Southern Arizona
E-mail: ddchant@wbhsi.net ;
Phn. # : (520) 441-2028 C-phn # : (403) 995-1112

CR 7 September 2014 PTS Report

PTS Summary: Since taking over the PTS Coordinator position in SEP 2012 I've kept some statistics on the number of requests received, the number of referrals sent (sometimes to multiple clubs) and the overall success rate. Some inquiries came from areas where there are multiple Jaguar clubs and in these cases I've sent the referrals to all the appropriate clubs. Therefore there are more referrals than actual requests. In total I have received 781 PTS requests but have made 1049 referrals to local clubs. The breakdown of referrals by region is:

NW – 32
SW – 174
NC – 173
SC – 146
NE – 233
SE – 248
MAL - 43

Feedback when one of these people actually joins a club continues to be a minor issue. Few clubs provide feedback when someone joins and it's a time-consuming process for me to take the list of referrals and match that with people who have joined. The task has become somewhat easier since Steve Kennedy now sends me information when ANYONE joins. **With the preceding in mind, in total I have some indication that 128 of the 781 people who requested information have joined, giving the PTS program an overall success rate of about 16%. It is not known how many referrals are actually pursued (or how vigorously) by local clubs.**

I've attached an Excel summary of the database showing all requests and referrals by quarter and by region/club. It's recommended that this be printed on legal size paper to make it more readable.

Google Map: The Google map showing the location of all the North American clubs continues to be a useful tool for me and I hope for others as well. Not all clubs have provided the information to accurately describe their location or a summary of the area they serve. If you look at the map (<http://goo.gl/maps/VzJYE>) you'll notice that the markers for some clubs have a black dot on them. The black dot signifies clubs that I feel have provided sufficient information. I would welcome the assistance of RD's in working with the clubs to provide the information. The map is "public", meaning that someone searching for "Jaguar Clubs" may now be able to find the map.

New initiatives: The PTS database now has sufficient information to start using the data in new ways. As I've worked through the referrals I've noticed that sometimes multiple requests have come from the same area(s) but there are no JCNA-affiliated clubs nearby. I searched for, and found, a way to fairly easily map the location of all the PTS requests. Google "Fusion Tables" work quite nicely for this, requiring only the City and State of a contact to map it. Using the locations from the database, and coupling that with the location of all the JCNA-affiliated clubs, I created a fusion table that can be accessed at <https://www.google.com/fusiontables/DataSource?docid=11aKO556I5fgLCfg0xxW76jxifroehGuaDvzhIfUr>. The most useful display is to click on the "Map" tab to view the locations. JCNA-affiliated clubs are shown as a star in a circle; locations from which I've received only one request are shown as red dots; locations from which there have been multiple requests are shown as green dots. Clicking on any of the markers will bring up information about the marker.

The map could be easily modified to include the location of all the JCNA Members at Large. Having these additional data points could make the map much more useful. All I need to add this new information is the City and State of all the MALs – no other identifying data is required.

I believe this map may prove useful to JCNA and the Membership Committee in determining areas which might be suitable for the establishment of new clubs. For example, a study of the map shows numerous requests from the Minneapolis area, the Florida panhandle and western Iowa / eastern Nebraska – none of these areas are currently served by a JCNA club. If the goal is to increase JCNA membership and reduce the number of MALs, I believe it would be worthwhile to try to establish contact with Jaguar owners in these areas to gauge interest in forming clubs. This could be done in various ways:

- 1 – Contact everyone from these areas who submitted PTS requests
- 2 – Hagerty Insurance might be willing to include a notice in their customer communications that JCNA is exploring forming clubs in those areas. Chris Vanderberg said in a recent email (July 8th) that “Our mission at Hagerty is to promote JCNA and other National Club membership growth” and “three times annually Hagerty promotes our clients to join JCNA membership“. I think it would be an easy sell to have Hagerty run a notice that anyone interested in forming a local JCNA-affiliated club should contact the Membership Committee. He could even point out the special need for a club in the areas we identify.
- 3 – Run announcements in various car-related publications (Hemmings, etc.).
- 4 – Encourage and work with local Jaguar dealers to promote the establishment of clubs in their area.

As a follow on to this, and quite by accident, I discovered that a Jaguar club currently exists in the Minneapolis area (where I’ve had several PTS requests). I have established contact with Mike Lynch, the VP of the club. Mike is a JCNA Member at Large and is in favor of the club becoming a JCNA affiliate. I sent Mike the paper on Benefits of JCNA membership that was developed by the Membership Committee. I’m told the “old guard” had resisted joining JCNA in the past but there are a number of new officers in the club who may be interested in affiliating. Their BOD will meet in OCT and Mike will broach the subject at that time.

Other: One of the points I try to emphasize in each letter or email to prospective members is that Jaguar offers certain discounts to JCNA members on the purchase of select cars. Since these offers change from time to time I’d recommend a link on the JCNA website to the current offers. If that currently exists I’m not aware of it.

When I answer PTS inquiries the emails currently go out through my personal email account. I would prefer to have the ability to correspond via the pts@jcna.com address. I currently receive email through that account but am unable to send through it. In order to set up my Outlook account to do that all I need is the name and other information for the outgoing server that JCNA currently uses.

Finally, I’ve been trying to find a suitable name and acronym to replace “PTS”. The name really doesn’t describe the function and few people even know what it means. The best I’ve come up with so far is “JCLS” (Jaguar Club Locator Service). Any thoughts or suggestions?

Respectfully,
Ed Avis
JCNA PTS Coordinator

CR-8 Business Committee Report 2014

Fall BOD (Updated from the 2014 AGM report.)

The Business Committee is charged with analyzing business related details of JCNA, administering the JCNA Insurance Policies, negotiating JCNA independent contractor agreements, coordinating the duties of the Administrative Manager and looking over the financial details of JCNA. In addition we are available to operating committee's within JCNA for advice where needed. We also make periodic recommendations to JCNA officers and BOD related to the current and future financial health of JCNA.

The current Business Committee includes, John Masters, Greg Huelsman, Gary Hagopian, and Philip Taxman, and Gary Kincel as Chairperson. We hold periodic conference calls as a Committee to discuss current events, and brainstorm new ideas. Since taking over as Treasurer/Business Manager, Deanie Kennedy has had a very positive impact on JCNA financial management, and communication with our affiliate clubs. During recent months due to the discount program put into place by JLR, Deanie has been working hard with dealers across the country to set up new members and provide membership numbers on demand so that the discount may be applied to a new car purchase. Because of the magnitude of this effort, we need to review and possibly streamline the process, to help Deanie with the overall scope of her job.

Financial Health. With hard work by many involved, the financial health of JCNA has continued to improve during this year. For the year end 2013 our net income was positive \$31,131.90. I ask that the BOD review the P&L and Balance Sheet sent by Deanie for the year to date, and ask any questions that they may have regarding the finances of JCNA. Our combined cash & savings has improved this year. We have adequate cash on hand to support normal operations, and if needed take care of an unexpected expense. We have started to fund the creation of a new website as approved at the AGM. Funds for this project are coming from our cash on hand and should continue to do so until completion of this project. Interest earned from our savings, is now reinvested. Phil Taxman continues to manage our savings in a conservative manner with

interest earnings generally above the S&P 500, and expected to be around 3.5% over the next 5 years. Because of our improving financial condition, we recently sent \$20,000. To Phil Taxman at Merrill Lynch from our cash balance/income on hand to invest for JCNA, as additional savings.

Administrative Manager/Treasurer. Since accepting the role as Administrative Manager, Deanie Kennedy who is a CPA, has made significant improvements in the way we maintain records, along with how we communicate with the affiliate clubs. Membership renewal is now computerized and feedback from the affiliate clubs has been positive. Financial records have been converted to a broadly accepted accounting software that allows review in a common format. A new 800 line has been put into place that has options to speak directly with Deanie, the tech line, or sales of regalia and publications. Deanie has taken over the process of billing and collecting for Jaguar Journal advertising. Overall the improvements have been well received by the affiliate clubs and helped improve cash flow. Club records are now secured with Deanie. *I left this comment in the report from the AGM as a reminder of the great work Deanie continues to do for JCNA.*

JCNA Contracts. During recent years, new positions were added to include Associate Editor of the Journal, Webmaster for the JCNA website, and Associate Webmaster. Although the dollar amounts of these contracts are very reasonable for the work involved, they will place added pressure on the income statement of JCNA. A new Contract was completed by JCNA legal counsel for our Administrative manager in March, extending to the AGM in 2015. The rate of compensation was increased in the new Administrative manager agreement, along with a reduction in the amount allocated to her for expenses. A contract has been executed for Peter Crespin for a term of 1 year of service as new editor of the Jaguar Journal with similar cost to the previous agreement. In addition, an agreement was executed for our new advertising manager Diane DuFour. Please refer to the JJ committee report for more information regarding these changes. With the new Web committee now in place and new website under construction, the past contracts for management of our website will need to be revisited as appropriate. This

will be done by the web committee. The business committee chair will advise on these contracts as needed.

JCNA Insurance. J.C. Taylor continues to be our insurance broker. Currently we have General Liability for JCNA and affiliated clubs with a coverage limit of \$3,000,000 per occurrence and \$4,000,000 aggregate during a 12-month period. Directors and Officers Liability coverage with a limit of \$1,000,000 per occurrence and aggregate during a 12-month period. Local clubs should request a certificate of insurance for their events, however the event will be covered even if they do not. Our Liability Insurance coverage currently extends to cover all affiliate clubs and most events that they have. Our Directors and Officers Liability Insurance coverage extends to the National as well as Affiliate Club management group. Insurance has been one of the more active areas of involvement for the business committee this year, mostly with questions regarding coverage and insurability of places where events are held. At the request of the Jaguar Journal Committee, and Mike Cook, we now have insurance to cover the printing and editorial content of the Jaguar Journal. Our new Publishers Liability Policy has been in place for a year, and was recently renewed.

Trophy Management. JCNA Trophy management and shipping is handled by Coventry West. Storage of the trophies at Coventry West is at no charge to JCNA. As part of this move, George Camp took over inventory management and distribution to the affiliate clubs. George has done a great job with order fulfillment, cost negotiation, and inventory management. Club orders are handled quickly by George and shipped from Coventry West. We now charge the affiliate clubs actual shipping charges related to their trophy order. Many Thanks to Dick Maury for coordinating the effort at Coventry West for JCNA. Annual inventory will be taken for trophies on hand, and reconciled with the value maintained in our financial records at the end of each year. *As an additional comment from the AGM notes above, George has managed the inventory on hand down to a very low level while fulfilling orders for the affiliate clubs on demand.*

JCNA Shop. Thru the efforts of George Camp and Steve Kennedy, with support from our Webmaster, the JCNA shop is working well. Please refer to reports from George and Steve for more detail.

Tool Loan Program. After a lot of hard work by George Camp and others, the Tool Loan Program was launched last year, and continues to work well. The tools are housed, and are being shipped from Coventry West. George will report separately on the details of this program, but we extend appreciation and thanks to George for keeping this concept alive, and achieving the ultimate goal of a working program available to all JCNA members. With additional donations received in the past year, we believe that ours is the most complete selection of tools in North America. A significant tool donation made to the Jaguar Foundation has been blended into the JCNA tool loan program. Tom Wright, Legal Counsel for the Jaguar Foundation has recently sent a memo of understanding to JCNA regarding insurance coverage for the foundation as an additional insured on the JCNA policy. Once signed, this MOU will become a part of the permanent records for both JCNA and the Jaguar Foundation.

JCNA event funding. JCNA request from Jaguar Cars. Starting last year, we have made an annual request for affiliate club event funding at the end of February to coincide with the Fiscal Year of Jaguar Cars. It is necessary for affiliate clubs to complete their request and forward to Deanie Kennedy in advance of that date, so that a summary for all JCNA affiliate clubs could be presented to Jaguar Cars. This year our total request was \$41,700. The requested amount was reduced significantly by Jaguar Cars due to budget constraints and payment has now been received from Jaguar Cars. Disbursements have been made to the requesting affiliate clubs at the reduced level. This process will continue each calendar year with the goal of sending the final request to Jaguar Cars by the end of Feb. each year. Although there is no guarantee that Jaguar Cars will fund these events, we believe it is in our best interest to be timely and organized with our request. Funding request for national events (AGM, Challenge Championship). Should be included with this annual request.

Jaguar Journal. Billing for Jaguar Journal advertising became the responsibility of our Administrative Manager last year. After the AGM, Dick Maury set up a committee to work on all things related to the Jaguar Journal. This group has been very active reviewing current practices, and implementing changes where needed for improved results. The role of the business committee at this time, is to be available as a resource to the Journal Committee. I will defer additional comments to the report from that Committee.

Tech Line Sponsorship. After the AGM in 2012 and in discussion with George Camp, it was decided that we seek sponsors for the JCNA tech line. That task was quickly completed with agreement of SNG Barratt, and Coventry West to sponsor the tech line for a period of 1 year. Total income to JCNA is \$3,000.00. Their support and sponsorship of the tech line was renewed this year at the same rate.

Mutual Promotional Agreement. We previously reported the completion of a Mutual Promotional Agreement with Hagerty Insurance, that would mutually benefit JCNA and Hagerty. The anticipated benefit would be both an increase in membership, and increased funds to JCNA. Gary Hagopian took responsibility to nurture this concept and worked with various people within JCNA and Hagerty to complete an arrangement that would be mutually beneficial. Gary has completed an agreement with Hagerty Insurance that is called a "Mutual Promotional Agreement". As part of this agreement, Hagerty became a regular advertiser in the Jaguar Journal, provides JCNA a presence on their website, and offers a 5% discount for purchase of collector car insurance to JCNA members (Except in Canada, where the laws do not permit this type of discount and California). More recently they provided a value guide article that was published in the Jaguar Journal for the XJ6, followed by a second article also published in the JJ. This agreement was recently renewed, and we believe this can be a model for similar agreements with other vendors.

Recommendations.For conversation during the meeting.

National event Organization and Funding. During recent years we (JCNA-BOD) have had some lively conversations about national events. It is always understood that the AGM, and Challenge Championship are national events, and there has been a question around the Western States event. In addition, it has been left up to the affiliate club managing the event to take care of all planning, organizing, and fund raising to support these events. On Occasion in the past, JCNA has provided some financial assistance, but in recent years has not, to the affiliate club managing the event. I propose an organized approach to these key events with a person on our BOD designated as the main contact/coordinator. Documents should be prepared that guide the responsible affiliate club thru the process of managing the event. We (JCNA-BOD) should decide what level of funding is appropriate to get the affiliate club started. These funds (\$2500-\$5000) could be a loan to be repaid at the end of the event. At the time an affiliate club accepts responsibility for a national event, they should receive clear guidance and direction regarding the key elements needed during the actual event. They should receive an organization document that will guide them thru the event planning process, and they should be provided clear expectations regarding fund raising, and what if any funds will be provided by JCNA.

Insurance. We occasionally (once or sometimes twice a year) receive a request from an affiliate club for insurance coverage at an event that exceeds our current limits. These request are made because the place where the event is being held requires more insurance, than our policy limits allow. I have talked to our agent at JC Taylor regarding this issue and asked what the charge would be for JCNA to increase the limits of our liability coverage. Our agent told me that in general, these types of increased will cost in the area of \$500. Per million. Before I make the formal request to JC Taylor, for a price quote, I request direction from the BOD regarding the need to raise the limits of our liability insurance.

P&L review. I am sure that everyone on the BOD has reviewed the P&L and may have questions for Deanie Kennedy regarding some of the

entries. I would like to call to your attention the charges listed for Paypal, line 701-6 totaling \$4,246.35, and ask that we renew the conversation around JCNA absorbing the charges for the affiliate clubs. Now that we can see the actual cost, I believe it is appropriate for the BOD to discuss our go forward direction related to these charges.

Cash On Hand. Although we are a Not-For-Profit (501C7) group made up of local clubs and members with a motorsports hobby, we must continue to keep an eye on the financial health of the club. With annual budget that can run \$250,000 and higher, along with the need for liability protection of those involved in the club and events, income is paramount. We continue to monitor and recommend ways to improve income or reduce expenses with an eye on maintaining the integrity of both JCNA and the Jaguar Brand. We recommend that the club maintain a full year value of operating income in cash, savings, and CD's. It is suggested that the BOD with future planning in mind, allocate funds to support new, and growth initiatives like membership growth and electronic media enhancements. *As an update to this proposal from the AGM, we have placed \$20,000 additional cash into the JCNA savings managed by Phil Taxman our broker. This cash came from regular operating income as noted on our mid-year P&L.*

Membership. Needless to say, Membership is the lifeblood of our organization. After some conversation around ways to grow membership, Dick Maury has created a permanent committee within JCNA to work in membership. We encourage this group to remain very active at creating programs and ideas that will grow JCNA membership. We also encourage the BOD to consider allocating funds to support their activities. As an update to this agenda item from the AGM. The committee has requested, and the BOD approved a budget for this group to use in their efforts. Please refer to that committee report for more details.

Electronic Media. As we all know, the use of electronic media is increasing at a rapid pace. Not only use of the internet, but use of social media applications, like Facebook, Twitter, and LinkedIn are now commonplace in our life. President Dick Maury has appointed an active committee comprised of people knowledgeable in electronic media to manage and keep our club current within this arena. We also

encourage the BOD to consider allocation of funds to support this effort. As an update to this agenda item from the AGM. The committee chair has interviewed candidates, and contracted with a company to create a new cutting edge website. 2 payments for the development of this new website have been made to date. Please refer to the Electronic Media report for more details.

Advertising Manager. Working with the Jaguar Journal committee Chair, we have found an advertising manager for JCNA. Diane DuFour will be responsible for managing existing, and soliciting new advertisers for the Jaguar Journal. An agreement has been executed, with Diane, who will be paid as a % of advertising revenue generated, and her efforts will help increase advertising pages and income. *As an update to this AGM agenda item, Diane DuFour has been very active with our current advertisers, to set professional standards for their activity, along with soliciting new advertisers for the Journal. Please refer to the Jaguar Journal committee report for more details.*

Respectfully Submitted

Gary Kincel

CR-9 Legal Report

FROM: Rob Thuss
TO: JCNA BOD
c/o Steve Kennedy, Secretary
RE: 2014 Fall Board Meeting Report

Legal Report: No Legal Concerns
Agreement with JLRNA
Auction House
Jaguar Foundation

DATE: September 30, 2014

Legal Concerns:

There are no internal or external legal concerns to report.

Agreement with JLRNA:

As previously reported, JCNA initiated a dialog with JLRNA some two years ago that has included participation of respective leadership and legal to reaffirm, preserve, and further develop what is arguably a unique relationship between a major marque and club, which began in 1958. JCNA and JLRNA reached an agreement for advertising in the *Jaguar Journal* through Summer 2015, and this agreement is drafted in a way for annual renewals to be a simpler matter, as this agreement involves advertising itself and not JCNA's use of licensed Jaguar trademarks. JCNA does have a licensing agreement with JLRNA to use certain trademarks that has been and continues to be under discussion.

Auction Houses:

Friendly letters of concern were sent to major auction houses over what appeared to be questionable catalog information that referenced certain cars' records in JCNA events and standings. I am advised that the accuracy of catalog information has since improved as relates to representations of a car's JCNA record.

Jaguar Foundation:

At the AGM, JCNA and the Jaguar Foundation executed a Memorandum of Understanding that provides a statement of intent to develop understandings and agreements where our mutual interests intersect. An agreement shall be proposed for Board approval related to the JCNA Tool Loan Program, and the reason for this agreement is so that JCNA may loan tools owned by the Jaguar Foundation in consideration of JCNA's continued maintenance of the program and agreement to permit a limited group of persons Jaguar Foundation may designate privileges to participate.

CR-10 Special Awards Committee Report

Committee: Bob Matejek (NC) - Chair,
Hazel Beck (SW), Mike Cook (NE), Jennifer Orum (NW), Brock McPherson (SC)

Our Committee is gearing up for our crunch that starts just after the end of the year.

In the past year, a lot of improvements have been made to the JCNA web site, Library page, Award's section. All the past winners are now listed, but more still needs to be done.

We are also reviewing or creating all the requirements, instructions, descriptions and documentation for the following awards that we manage.

Andrew Whyte Award
Fred Horner Sportsmanship Award
Dealership of the Year
Karen Miller Editor Award
President's Award
JCNA Club Web Site Excellence Award
JCNA Newsletter Awards:
 Newsletter Photo's
 Event Articles
 Technical articles
 Travel Articles
 Heritage Article

These will all be posted on the JCNA Web Site Library page, Awards section as soon as they are available

Business Issues:

Our committee is spread over 6 time zones and has been conducting meetings through WebEx interactive conference calls. We have never met in person.

We are putting together a list of our duties and responsibilities, sort of a Committee Charter which will be added to the JCNA Corporate Policy in the future.

Our responsibilities and workload have grown over the past few years. We could use another volunteer or two. Currently, we don't have anyone from the SE Region. Another person would help break up the different regions for evaluation and bring in new fresh ideas.

Most of the Awards Management is truly a team effort.

George Camp interfaces with Wilson Armatel on the pewter plate orders.

Steve Kennedy arranges for the engraving of all the little plates at his local trophy shop.

Steve Kennedy has the special award trophies created at his local trophy shop.

Dick Maury and Coventry West stocks and ships the trophies to the class winners

The Rally and Slalom committees provide a list of all their special award winners.

With all the awards presented last year, there were just a few hick ups that were quickly resolved.

The biggest challenge is having the award winners confirm their data and addresses before labels are engraved and trophies are shipped all over the country.

For 2014, the Year-End Competition Award pewter plate has been revised

The new plate will be a hexagon shape so will be able to be displayed upright without rolling.

There will also be room for label with a four line inscription.

CR-11 Protest Committee Report
September 16, 2014

We received two protests from Thomas Inwood, both of which didn't fall into our venue, so we rejected same.

Sam Smith, Central Ohio Concours, 65 E-Type OTS. Deduction was made for improper screws in headlamp rim by judge. Entrants screws were correct for his year model as shown in Judging Guide for E-Types, so we notified the club and asked the points be returned.

We are in the middle of a protest from Graham Stokes regarding deduction for a hose clamp. Our initial finding was in his favor, then further information uncovered by Dick Cavicke makes it look like we were wrong, so we reversed our finding. However, Mr. Stokes has claimed he can prove Jaguar approved his clamp so we're awaiting his documentation to see if it is true, so at this point we don't have a definitive judgment.

The following was added September 26, 2014

Mike Zavos, Rocky Mountain concours, 1992 XJS, point deducted for non authentic hose clamp. Although he was able to show his clamp was correct, the Judge stated that because it had Mexico written on it, it wasn't correct. Mexico was in fact where it was manufactured, not a brand.

Mike's reference to the XJS judging manual supporting his clamp was deemed correct, and I asked Gary George the Chief Judge to return the points, which he has.

Knick Curtis

CR-12 JCRC Concours Rules Committee Report

Date: September 22, 2014
To: JCNA President and Board of Directors
From: Dick Cavicke, Chairman, JCNA Judge's Concours Rules Committee (JCRC).
Subject: Fall, 2014 JCRC Report

1. JCRC Membership:

Region	Name	Club	Term Expiration
SW -	Dick Cavicke (Chair)	San Diego Jaguar Club	JCNA President Appoints
SE -	George Camp	Jaguar Society of South Carolina Club	April 30, 2015
SC -	Rufus Coburn	Jaguar Club of Austin	April 30, 2015
NW -	Art Dickenson	Pacific Jaguar Enthusiasts Group	May 1, 2016
NE -	Hal Kritzman	Jaguar Club of Southern New England	May 1, 2016
NC -	Bob Stevenson	Jaguar Affiliates Group of Michigan	May 1, 2016

2. JCRC Activity Summary:

- Monitored the JCNA and Jag-lovers Forums concerning JCNA/AGM activity in general and concours in particular.
- Responded to Forums, Protest Committee and direct questions regarding judging, scoring and other concours rules-related issues.
- There have been no formal requests for Concours, Judge or judging-related rule changes thus far in 2014.
- George Camp continues to be the most valuable source of answers regarding Jaguar Factory Parts.

3. Rule Changes Generated by Inquiry, Incident, Review and Prior Action:

a. **Awards Program:** JCRC acknowledges the shortcomings in its attempt to standardize concours judging across the entire JCNA community. Lacking an adequate level of judging standardization, the current method of determining JCNA Championship concours awards is severely flawed. (This high- priority issue was passed to the new Concours Committee at the 2014 AGM.) JCRC strongly believes that the JCNA Concours Awards Program requires immediate correction and stands ready to assist and advise in this urgent matter.

Status: Unknown.

b. **All Judges Certified:** Requiring that all persons, assigned as Judges at a JCNA sanctioned concour, have current certification as JCNA Judges. i.e. With the exception of requiring only one Certified Judge on separate OV teams, effective in the 2015 competition year, all Champion, Driven and Special Division Judges must be certified.

Status: To be re-affirmed at the 2015 AGM.

c. **Judge's Test:** Establishing that a passing grade for the (open book) Judges Test requires answering at least 45 of the 50 questions correctly.

Status: To be re-affirmed at the 2015 AGM.

d. **Seminar Bulletins:** Allowing those portions of JCNA Seminar Bulletins, which quote Official Jaguar Factory publications, to be used to document entry authenticity. List the existing bulletins in Appendix C.

Status: This issue was presented and approved at the 2014 AGM but it fell through the Rule Book "proof-reading crack" and does not appear in the current edition of the book. This will be corrected.

4. Issues under consideration:

- a. **High Intensity Lights:** Wording is being developed to clarify the Exterior and OV Judging of external lights whose original bulbs may have been replaced with LED's or other brighter-than-original light sources.
- b. **Display-Only Entries:** Re-emphasis of the rule requiring individual club Concours Reports to include a complete listing of JCNA members whose car(s) were entered for Display-Only.
- c. **Administrative Corrections:** Additional Rule Book editorial and administrative changes have been suggested. If wording can be agreed upon, they will be formally proposed and/or introduced at the 2015 AGM.

Submitted:



Dick Cavicke, Chair, JCNA JCRC

CR-13 Concours Scoring, Archives Yearly Concours Results

I have been unable to find out who the current chair is for this committee.

CR-14 JCNA Rally Committee Report



**Report to Jaguar Clubs of North
America Board of Directors**

October 12, 2014

JCNA Rally Committee

Mission



Handles Rally results. Reviews and revises the Rally rule book as necessary. Handles Rally Program protests.

JCNA Rally Committee

Members



Chairman: Jay Hixson

NW: Phil Miller

SW: open

NC: open

SC: David Meck

NE: Kurt Rappold

SE: Dick Deibel

JCNA Rally Committee

Notes on 2014



Initial review of rally instructions was completed in July

- Current instructions are adequate, they are causing no confusion among participating affiliate clubs

All Rally results to date have been reviewed and made official

- One result required correction for name consistency
- Spread sheet scoring program was developed as a backup and comparison to automatic system

JCNA Rally Committee

Notes on 2014 (con't)



Only two affiliate clubs are actively promoting and participating in rally events

- Delaware Valley Jaguar Club in TSD type rallies
- Jaguar Club of Florida in Montecarlo type rallies

Currently, the committee is simply handling rally results and protests as they occur

- Not actively working to change/improve rally instructions or promote participation
- Communication has been through email

JCNA Membership Committee

Going Forward in 2015



Initiate quarterly committee phone meetings to improve committee communication

Develop goals and action items

- Marketing/communication plan to increase affiliate club participation
- Clean up and simplify instructions
- Improve communication with JCNA

JCNA Rally Committee

Questions/Discussion



CR-15 Slalom Committee Report

10/14/14 JCNA Board of Directors Meeting.

The Slalom Program is running smoothly. Participation has continued to be good. However, the Slalom events that have been held and that are presently scheduled for the remainder of 2014 appear to be a slight decrease from the 25 events held in 2013 by 17 Clubs. However there may be an increase in the number of individual participants. A final tabulation will be included in Committee report after the end of the year.

No protests have been filed with the Slalom Committee so far.

A goal for the Committee continues to be the expansion of the Slalom Program. To accomplish this we need to encourage more Clubs to hold more events with more participants at each event. We will be working with the Regional Directors and with individual Clubs to accomplish this expansion. Critical issues in fostering this expansion are the availability, cost, and insurance requirements of appropriate sites for slaloms. We will explore methods to assist Clubs in dealing with these issues.

An important role for the Committee is to ensure that the Slalom Rules are uniformly followed and fairly implemented. One area of focus is the wheels and the tires which connect the car to the course. Appendix B of the JCNA Concours Rule Book states with precision the correct wheels and tires for each Jaguar model. The Slalom Rules explicitly state that a tire/wheel combo stated to be correct in Appendix B will also be correct in Slaloms.

However, some questions have arisen over interpretation of the provision in the Rules that early cars originally equipped with bias ply tires may alternatively be equipped with radial tires of an equivalent size. An interested JCNA Member is currently researching available bias ply tires and the radial tires that would qualify as equivalent for applicable models. When completed, we plan to use his research as a basis for preparing a detailed guidance document for use by Slalom Stewards in the conduct of technical inspections.

If any Rule changes are to be recommended we will submit them well in advance of the 2015 AGM.

Tom Wright - Slalom Committee Chair

CR-16 Publicity Committee Report - Fall 2014

The *Jaguar Journal* and *JCNA News Update*, our monthly e-newsletter, continue to be the major communication tools for our organization and its affiliate clubs. We are asking clubs to help us locate interesting men and women among their membership who might have a unique hobby outside of Jaguars – or who are newsworthy for their contribution to their club or as a Jaguar enthusiast. We will be featuring profiles of these members in upcoming issues. Please email me at cwilliams@jcna.com with suggested names/contact info.

I will be working with organizers of the 2015 AGM and Challenge Championship to optimize their publicity for their JCNA events and to make sure they meet deadlines for articles, ads and registration forms in the Journal.

Suggestions for feature articles and news stories about JCNA members are always welcome.

Candy Williams, Chair

CR-17 Web Page Update

CR-18 JCNA Face Book Report - Ginger Corda



FACEBOOK UPDATE (OCTOBER 5, 2014)

By Ginger Corda

Facebook Administrator

Assistant Webmaster, JCNA.com

JCNA joined Facebook October 3, 2010 and I began posting items in July of 2012, when Pascal give me administrator access. The first thing I did was to create a cover shot from the Amelia Island Jaguar display and started posting photos and other items of interest. We gained followers since then, and the JCNA Facebook page is still going strong, and the numbers are moving up. (See attached reporting data snapshots through September. Some of it has to do with the demographics of our 850 Facebook followers.) Yes, we now have **850 "Likes."** See attached item I posted to thank everyone when we reached 800 in May. We average 10 new people each month.

Traffic is highest when I post a photo or video. We have an average of over 1500 views per week. That's going to hold steady for now, since we haven't gone any farther with potential ads or other marketing or membership drives (they call it building an audience) that we could do on Facebook for JCNA.

Please ask the meeting participants to take a couple of minutes to stop by and check out the JCNA Facebook page.

Here's the link: www.facebook.com/jaguarclubs.na

It is a unique online spot for Jaguar related news where they will find a lot of interesting articles, photos, and videos. Of course, I post big JCNA events like the AGM and CC, but also affiliate club happenings. We get great new pieces by following Jaguar, Jaguar USA, Interactive Jaguar, JCNA affiliate clubs, our suppliers, race tracks, car mags, events, shows, auctions, plus other Jaguar clubs around the world. In 2012, I even posted my video interview from Pebble Beach of the owner of the Clark Gable XK120. Current news and events are fresh as they can get. I welcome input and posts from all members.

Here is a must-watch video from the introduction of the XE - complete with its grand arrival at Earl's Court.

<http://www.youtube.com/watch?v=-k7bJfsO00c>

Crank up the speakers.

800 Facebook Likes



Jaguar Clubs of North America

Update Page Info

Follow





Page

Activity 1

Insights

Settings

Export

Build Audience ▾

Help ▾

Overview

Likes

Reach

Visits

Posts

People

Your Fans

People Reached

People Engaged

The people who like your Page

Women

17%

Your Fans

46%

All Facebook

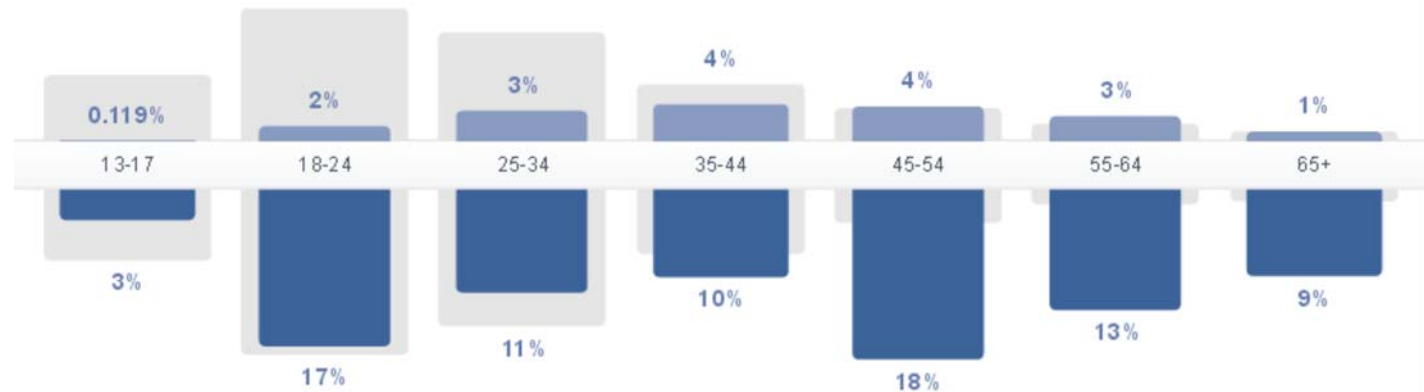
Men

82%

Your Fans

54%

All Facebook





Country	Visits	Posts	Language	Count
Canada	25	7	Spanish	24
Brazil	16	7	Portuguese (Brazil)	16
Italy	15	6	Italian	13
Egypt	14	6	Spanish (Spain)	10
Pakistan	13	6	German	9
Australia	11	5	Turkish	9
Morocco	11	5	Arabic	9

See More

Daily data is recorded in the Pacific time zone.

1W 1M 1Q

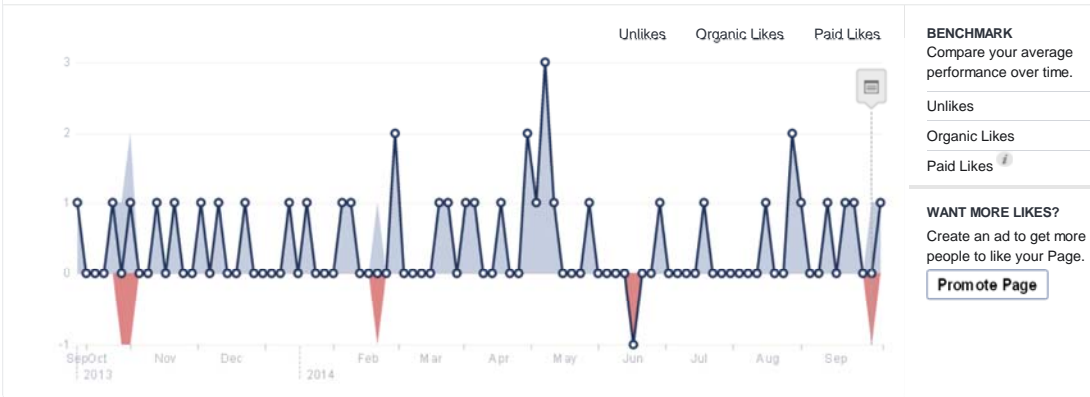


Total Page Likes as of Today: 843



Net Likes

Net likes shows the number of new likes minus the number of unlikes.



Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



My goal is to use Facebook to help keep us relevant and maintain the overall image of JCNA ~ and hopefully enhance it with our presence in the social media circles. Here's a perfect example of that with this item I posted recently

 **Jaguar Clubs of North America** shared Bob Clarke's photo.
Posted by Ginger Corda · 1 hr · 🌐

Cheers!



Bob Clarke ▸ Jaguar Clubs of North America
Proud to be just one of the 6,000 members.

87 people reached [Boost Post](#)

Like · Comment · Share

 Mark Salyzyn, French Stocker Foonman, Mark Scotton and 10 others like this.

 Write a comment... 

CR-19a Jaguar Journal Report

Sept 25th 2014

Designer change

This report was initially drafted just before Graphcom submitted their first all-inclusive invoice (for design/layout as well as the usual print/shipping). That invoice charged design at \$4800 as per their original proposal, which is presumably what the accounts person was working off. Back in April, however, their design people had agreed to reduce this charge by \$1000, to get closer to the freelance quotes we had received of circa \$3200-3500. This afternoon I received an amended invoice showing the agreed \$3800 charge.

The reason for mentioning this up front is that the switch to a proper full-service design studio is a fundamental upgrade in quality and flexibility for *Jaguar Journal*. I have invested in four trips to Gettysburg to get to know the team and clarify how we can best work together. I am happy to report that the Creative team is very competent and professional, but small enough that *Jaguar Journal* is not just some minor irritant in a shop dealing with huge accounts.

The September-October issue uses the final version of the masthead, which Graphcom and I reworked to correct the deficiencies in Bret's hurried version that did not follow the sample we all approved and which I displayed at the AGM. They also went through the template to correct illogicalities and as part of their S.O.P. will apply it thoroughly and consistently, regardless of the form in which material is submitted. They did all this work at no extra charge even though we stripped their \$1000 redesign estimate from their quote, thinking Bret would have done all this. They redesigned Page 3, revamped the p47 calendar and created the Heritage Parts advert to my brief, as well as incorporating rather excessive copy amends, as a sign of their commitment.

Process and timings

The reason for excessive amends was because copy-editing was less rigorous than it will be in future, in order to ensure timely mail drop. Some errors did still creep through but I have arranged a less rushed copy-editing process with assistant editor Candy Williams, which will hopefully let us combine accuracy with timeliness in future. The May-June and July-August issues were late but the September-October issue was on time and the November-December issue and all subsequent issues will be 'early' by going out on the first day of the odd months of the year instead of the 10th day. To achieve for the January-February issue during the forthcoming holiday period will be a challenge for January February but with proper planning it should work.

Content

Each issue now contains Canadian and Mexican material, to reflect the international reach of JCNA and to satisfy our vocal friends north of the 49th parallel. There have also been (and will continue to be) stories by/from Canadians in the main body of the journal, such as the Rob Laughton ChumpCars piece. The rather archaic section headings such as 'Marque' and 'Left Hand Drive' have been freshened up and new content such as Tales From The Trade and Workshop & Technical feature in every issue, along with

new formats such as the one-on-one interview of Dean Cusano by John Larson. The lead feature in each of my first three issues has been excellent road trip articles by Judy Ferring.

So far we have not had to touch the money budgeted to pay external authors.

Challenges

- Quality is a never-ending challenge in all aspects. Writing, style, layout, accuracy and consistency all need to be first-class and there is some way to go. Improved processes will help.
- The reader survey showed a strong desire for technical content, but despite several requests to various people in Jaguar, I have not been given a suitable contact for modern technical information. I have approached Bob Gauff who is a very experienced former dealer tech but he is winding down his own shop and did not want to do a regular column.
- I also discussed new model technical possibilities with Kevan Richardson who led the F-TYPE development team but he has not been able to provide a good contact yet. If anyone knows a good dealer tech who could serve as an expert on 'modern' Jags I would be very happy to get details.
- The November-December travel article will be mostly provided by Delaware Valley Jag Club people to promote the AGM next year. After that, it will be a challenge to find good road trip stories, due to Judy winding down her writing activity.
- Finding new advertisers is not proving to be as simple as might at first have been imagined but Diane is on the case and has cleared up some historic anomalies. There is no media pack as yet.
- There is a small backlog of stories now, but it is modest so far. If we sell the inside back cover, there will be several other knock-on effects but these should be manageable.
- The Message from Mexico column has been touch-and-go sometimes and its survival is dependent on there being someone prepared to provide content.
- We had another case of people claiming to work for *Jaguar Journal* to try and freeload at Pebble Beach events – specifically Jaguar hospitality.

Future Plans

I took Naomi Espley with me to meet the Jaguar PR people and she has been asked to the Jaguar Heritage event at the November Classic Car Show in the UK. I am optimistic she will be able to get interviews with managers at Whitley and provide interesting features from Jaguar HQ.

Sarah Murray, who is a Production Editor at a large UK weekly (*Auto Express*), has also agreed to feed us stories if she goes to Jaguar-relevant events for her main employer. Her first small piece on the Invictus Games (sponsored by JLR) will be in November-December

We have design and production rates for extra pages, so we know what would be required to have self-funded expansion.

Peter Crespin
Editor
25 Sept 2014

CR-19b

Jaguar Journal Committee Report September 1, 2014

It has been a tumultuous five months since Peter Crespin took over as editor. While we knew it would not be easy, I don't think any of us realized the depth of the challenge. As of this date, we are waiting to see proofs from the first issue done since the Graphcom team added layout and graphics to their responsibilities, which had been heretofore printing and distribution. Although the change might have happened anyway at some future date, it was made more immediate by the resignation of Bret Morey as our layout artist.

Crespin is confident that quality and timeliness of the Journal will greatly improve over the May-June and July-August issues with this change. I see no reason to disagree. In addition, he has moved up the editorial, advertising and printing deadlines with the goal of delivery to the post office on the first of the odd-numbered months instead of the 10th.

When the September-October issue is delivered, it will show revised formats for the table of contents, the masthead, the JCNA events calendar, and the Marketplace advertising section, which now includes an advertisers' index. There may be other changes as well as agreed by Crespin and Graphcom.

There has not yet been any indication what the change will mean in terms of cost and how they compare with what was paid to Bret Morey. Production costs incurred over the past five months cannot be guaranteed as an indicator of what future costs (or savings) will be.

It had been hoped that we would have produced an editorial calendar and media kit by now but that has been delayed by more pressing matters. Planned discussion during the only conference call the committee had this summer was derailed by an extemporaneous discussion of the ongoing negotiations with Jaguar Land Rover. While disturbing, it did not really matter since it soon became evident that problems in the actual production process needed to be settled first. Until we can put out a quality on-time magazine, potential new advertisers are not likely to be impressed with what the Journal calendar and media kit purports to offer.

In addition, it has since been discovered that some past advertisers have not been consistently billed. Diane DuFour and Deanie Kennedy have been identifying and working out these problems.

The Board will probably address any specific questions it may have to Crespin, since he is also a director. However, if any one wants to address questions directly to me, I will be available.

Judy Ferring
Chair, Jaguar Journal Committee

CR-19c

TO: JCNA Board of Directors
FROM: Mike Cook

Jaguar North American Archives Status Report, 9/5/14

The Jaguar North American Archives was established in 1990 and is located in a permanent facility at Jaguar North American Headquarters in Mahwah, NJ. It is both a collection of Jaguar memorabilia and artifacts and a working research library and image source.

The Archives collection includes photographs, product literature, posters, service and parts manuals, owner's manuals, corporate documents, etc. We also have many Jaguar films and TV commercials, going back as far as the 1950s. Two years ago, we began a major digitizing project and we now have more than 1400 images on file plus 25 films. More films are in the digitizing process. In future, we will also be scanning historic literature and documents.

The Archives first goal is Preservation. The Archives room is climate controlled, reasonably dust-free and the majority of the collection is protected, either in file cabinets or archival storage boxes. Storing digital images provides further security.

The second goal is Access. The NA Archives is part of the Jaguar North American Communications department so we frequently deal with journalist requests for photos and information. We also provide services to the Jaguar ad agency and the Marketing department. If you saw the episode of Mad Men featuring an E-type, we worked on that. We answer many Jaguar owner inquiries for information on various models, old and new.

We are the official source for Jaguar Heritage Certificates in North America and the information comes from the identical, original factory records that are used by the Jaguar Daimler Heritage Trust in England. The basic charge for the certificate is \$50 but JCNA members pay only \$35. Certificates are available for cars at least ten years old.

For club members, our primary function has been issuing Heritage Certificates. The application form is available at JCNA.com on the Library page. We are expanding our services and now can offer a selection of Jaguar films to show at club meetings and other functions. We are happy to deal with individual member questions. Another example: We can provide images from our files to club newsletter editors.

The NA Archives is open on Tuesday and Thursday staffed by Mike Cook, Fred Hammond and Gloria Pedati.

Phone: 201 818-8144.

E-mail: mcook69@jaguarlandrover.com.
555 Macarthur Blvd., Mahwah, NJ 07430

CR-20 2015 AGM Progress Report

October 8th 2014

To: Dick Maury, President, JCNA

From: 2015 AGM Host, DVJC

Our current Status

- An Update of the JCNA Website included our approved Logo on Oct 8th
- Our tentative schedule is posted on the AGM website

Our status as follows:

The Host Hotel

- **The Sheraton Society Hill Philadelphia** at One Dock Street,
- Philadelphia 19106. Located in the Historic District
- [www.sheraton](http://www.sheraton.societyhill.com) societyhill.com 215-238-6000
- Booked Wed thru Tuesday at the special rate for those wishing
- to check-in early and extend their stay. Rate is 169/person /night.
- Request Jaguar AGM for special rate
- Airport to Hotel Transportation costs \$10/person. Taxi \$30/ride

Board Meeting : has a room adequate in size with **wifi** capabilities, including a large screen. I understand you will provide your own projector. I will need to know the table arrangement and the number of people expected to participate. An adjacent lunch area or room service for the Board Meeting can be arranged.

Tech sessions: two on Friday starting at 3pm & another at 4pm Same for Saturday Only one subject has been selected to date; **The History of the “Leaper”!** that one of our members is presenting. Other thoughts might be to invite The mim.Jag engine start-up. Another that I’m currently investigating is a presentation on Powdercoating . Other suggestions are always welcome for we need to acquire presenters for both days! Only the “Leaper” presentation is confirmed.

Transportation from the hotel to the **Simeone Auto Museum** (Friday night event)

- Has been arranged with the Liberty Bus Company .
It’s a twenty minute ride from the hotel .
- Dr. Simeone will address the group,
- A buffett meal has been selected to include a variety of faire,
featuring Philly Cheesesteaks.
- Several of our members cars will be on display at the Simeone on exhibit

Early registration will be open on Saturday at 7am

AGM Business Meeting

- A large room of a suitable size to accommodate a **minimum of 100 people**. The hotel will provide a projection screen and the required electronic support. I'll need you to verify the Table arrangement (I'm assuming an "U" configuration) and other specific needs at least week before the event.

Journal Publication

An article has been supplied to the Journal for publication in the November- Dec issue. Another is being Prepared for the Jan –Feb issue. Our first logo we rejected by JCNA Cars, and we were notified by Rob Thuss. It contained the word "Jaguar" incorporated with the Leaper and I suppose that was considered a non- valid use of their trademark, although no explanation was given. Rob Thuss was very helpful in his guidance for an acceptable design, to eliminate the process of applying to JCNA CARS again!

Sponsors Letters were mailed out to the potential Sponsors in September and we are just starting the re-minder/appeal stage at this point.

Our various committees are in the process of working. I'm planning for the **Registration Committee** to issue the **AGM delegates form** with the final charges. I need you to advise me on which issue of the Journal to submit the form with the on-line registration links, including the Hotel. (Jan-Feb?)

A "walk-Thru" of the Hotel by the AGM Planning Committee selected various locations for the specific events and signage will be prepared.

The Awards Banquet will take place in the main Ballroom, the logistics and details are still in the planning stage and will be covered in future correspondence with Deannie? I presume she will be handling the Awards Presentation and I'll discuss the logistics with her.

- **A Keynote speaker** has not been considered. Suggestions from the Directors would be appreciated. Hoping to start contacting Speakers shortly.
- **A large reception** area adjacent to the Ballroom has been selected in conjunction with a **Silent Auction**.
- **A large vendor area** been selected and further details will be worked out with those that will be coming.
- **Conclusion:** I feel we're on target with our schedule. Of course obtaining Sponsors, Tech Session presenters and a keynote Speaker will be the next main objective. This may take us into the January- February time period. But everything our committees are tasked to do, should be accomplished. I'll provide you with a monthly Report on our progress and mention that our NE director Dennis Ecklof, Has been very helpful in providing guidance and literature in helping to prepare us for the 2015 AGM.

Charles Olson, & Paul Merluzzi, Co-Chairmen 2015 AGM.