



JCNA AFFILIATE CLUB SURVEY 2024 SUMMARY BY CATEGORY

MEMBERSHIP

34 responded, which represents 61% of the total JCNA Affiliated Clubs

Not all responding Clubs answered all questions

- Membership – 13 reported a decrease (38 %)
- 6 Clubs reported an increase (18%)
- Apparent many do not understand the definition of Associate Member
Action required, remind Clubs of all Membership categories

RECRUITMENT AND RETENTION

35 responded, which represents 61% of total JCNA Affiliated Clubs

Not all responding Clubs answered all questions

- 21 Clubs reported a decrease in retention of “new” members from 2022 members (61%) and 1 Club reported an increase (3%)
- 11 Clubs reported responding to PTS Referrals (31%)
- 12 Clubs responded they are not familiar with PTS Program (34%)
Action: Communicate reminder of PTS Program to all Club
- 30 Clubs reported they follow up with members who do not renew (86%) while 4 Clubs responded they do not follow up (11%)
- 20 Clubs reported they follow up with members who have not recently attended events (57%)
- When asked what sets your Club apart from others, both positive and negative answers were reported. Please refer to results Recruitment and Retention Results for details. Many of the positive results will be included in the upcoming Best Practices update.
- When asked about the biggest challenges, the answers included
 - Age and health of Members
 - Difficulty finding members to serve in a Leadership positions in the Club
 - Lack of support and funding for Concours from Dealerships
 - Lack of support and funding from JLR
 - Finding venues for events
 - Developing Newsletter and Calendar of Events
 - Finding younger members

ACTIVITIES

32 of 57 Clubs responded, which represents 56% of the total Affiliated Clubs.

Not all responding Clubs answered all questions

- Some clubs only host 1-7 events per year, while others host at least one event per month and some as many as 25-47

- Average attendance is generally reflected by the number of members and the popularity of the event, ranging from 6 to 75
- Highest attendance: Concours, Holiday Parties, Picnics, Potluck, Member Appreciation Dinners, Show and Shine. Lowest attendance events: Mostly due to regional weather: drives in winter, drives with rain, coffee gatherings, tech sessions. Refer to full report for other examples
- Participating in Multi-Club Events?
 - 18 Clubs reported Yes(56%) Examples include Cal Clubs Reunion, British Car Events, Cars & Coffee
 - 8 Clubs reported No (25%)
- Does your Club sponsor a Concours?
 - 21 Clubs reported Yes (66%)
 - 8 Clubs reported No (25%)
- Type of Events – Refer to details in Activities Section
- Do you find members sit or associate in cliques?
 - 16 Clubs reported No (50%)
 - 6 Clubs reported Yes (19%)
 - What actions have been taken to avoid? Introductions, encouragement to co-mingle, make members feel welcome, engage on the positive side.
 - Negative comments: Nothing, friends tend to gravitate
- Charitable Events?
 - 18 Clubs reported Yes (56%)
 - 8 Clubs reported No (25%)
 - Examples: Coventry, Shriners, USO, K9 Warriors, Parkinsons, Arthritis
- JCNA Sanctioned Rally within the last five years?
 - 17 Clubs reported No (53%)
 - 7 Clubs reported Yes (22%)
 - Biggest Challenge – Finding Venue
- JCNA Sanctioned Slalom within past 3-5 years?
 - 11 Clubs reported (34%)
 - 4 Clubs reported Yes (13%)
 - 3 Clubs reported “considering”
 - Biggest Challenge – Finding Venue
- Participating in non-Jaguar public events
 - 15 Clubs reported yes (47%)
 - 6 Clubs reported No (9%)
 - Examples: Amilia Island Concours, Hilton Head Concours, Austin Healy Club, British Car Club Council

COMMUNICATIONS

33 of 57 Clubs responded to this section which represents 58% of the total JCNA Affiliated Clubs

Not all responding Clubs answered all questions

- Do you use a Video Conferencing Service?

18 Clubs Yes (55%)

15 Clubs No (45%)

- Does your Club have Social Media Accounts?
27 Clubs Yes (47%) Note: represents 79% of total Affiliate Clubs
27 Clubs have a Facebook account (79%)
10 Clubs have an Instagram account (29%)
See Communication Section for other media accounts
- Does your Club produce a Newsletter?
21 Clubs publish a Newsletter (64%)
5 Clubs publish both hard and electronic versions (15%)
9 Clubs do not publish a Newsletter (27%)
- What is frequency of publication?
7 Clubs Monthly (21%)
5 Clubs Bi-Monthly (15%)
3 Clubs Quarterly rep (10%)
3 Clubs reported time to time (10%)
- On average, total number of pages?
Clubs reported from 5 to 60 pages, with average being in mid-teens
- Full cost to distribute hard copy to recipients?
Ranged \$2.00 to \$3.45 per issue. Canadian Clubs reported \$2500 for full year
- Platforms for E-Mail communications?
15 Clubs use a platform for E-Blasts representing (45%) - see Communications report details for list of platforms
- Do you know your Regional Directors?
28 Clubs indicated they knew their RD's representing (87%)
- Has he/she been helpful to your Club?
Wide range of positive and negative comments, please refer to RD section in the Communications Results
- In addition to RD's what can the other members of the senior leadership of JCNA do to help your Club or Region?
Please refer to this section of Communication Results for expanded details

FINANCIAL

31 of 57 Clubs responded, which represents 65% of total JCNA Affiliated Clubs

Not all responding Clubs answered all questions

- Is your Club Incorporated?
16 Clubs Yes (28%)
2 Clubs not sure
4 clubs reported they are not incorporated
- What was the amount of your 2024 annual dues?
Ranged from \$35 to \$110 – refer to Financial Results for details
- What is your current bank balance?
Ranged from \$1.2K to \$41K – refer to financial results for details

- Has your bank balance generally remained steady?
6 Clubs steady, 6 down, 6 up
- Has your Club made recent purchases or sold assets?
Most of the purchases listed were for Concours, Rally, Slalom equipment
- How does your Club general income in addition to dues?
Ads, charge special events, Concours sponsors - refer to Financial Results for details
- What are your Club's annual expenses?
JCNA dues, AGM Delegate, Concours, Special events subsidy, meeting room expenses –
Refer to Financial Results for details
- What is your Club's annual total overhead?
Refer to Financial Results for details
- Costs that may or may not be subsidized such as dinners and Concours
Concours, Slalom, Picnic and Holiday Parties, Speakers, Tech Sessions

TROPHY

32 of 57 Clubs responded, which represents 56% of total JCNA Affiliated Clubs

- Does your Club use only standard JCNA awards for Sanctioned events?
8 Clubs Yes (25%)
17 Clubs reported using mostly locally source awards (53%)
8 Clubs reported using a combination of JCNA and locally sourced awards (25%)
- What awards supplier does your Club utilize when not presenting standard JCNA awards?
Most Clubs use local vendors or customize and make their own awards
- Please provide thought or comments regarding the continued use of the standard JCNA offering of awards.
7 Clubs reported they will continue to use JCNA awards (21%)
16 of the Clubs will not use JCNA awards (50%)
- Comments regarding continued use of standard JCNA awards.
Positive
Preferred by most entrants
Quick and easy way to get trophies
Should be JCNA standard
Negative
Getting the same award year after year gets old
Too expensive
Would like clear plastic that can stand on a desk or bookcase
Not popular choice with our BOD and Concours Chair
Canadian weight and duty create challenge
Need for change, old and tired



JCNA AFFILIATE CLUB SURVEY MEMBERSHIP RESULTS

RESPONSE RATE

34 of 57 Clubs responded, which represents 61% of JCNA Affiliated Clubs

All percentages are based on the total number of responding Clubs

Total number of members in your Club? This may be a single person or a couple

Number of “individual” members within your Club? Identify the number of individual members of your club and not a membership that consists of a couple

- Results showed inconsistency in reporting memberships versus total individuals

Did your Club membership increase or decrease from 2022 through the end of 2023? Please indicate increase or decrease and by what amount.

- Some respondents did not indicate % of increase or decrease in Club Memberships.
 - 6 Clubs reported increase (18%)
 - 13 Clubs reported a decrease (38%)
 - 1 Clubs no change (3%)
 - 10 Clubs answers unclear (41%)

What is the percent of retention of 2023 “new” members?

- Some respondents did not indicate % retention of new members.
 - 1 Club reported increase (3%)
 - 21 Clubs reported a decrease (61%)
 - 3 Clubs reported no change (8%)
 - 2 Clubs’ answers were unclear (6%)

Did you have Associate Members? If so, how many?

- Apparent many do not understand the definition of Associate Member
Action required, remind Clubs of all Membership categories



JCNA AFFILIATE CLUB SURVEY RECRUITMENT AND RETENTION RESULTS

RESPONSE RATE:

35 of 57 Clubs responded, which represents 61% of total JCNA Affiliated Club

All percentages are based on the total number of responding Clubs

What does your Club do when a potential new member is referred to your Club by the Passport To Service Program?

- 11 Clubs responded they follow up PTS referrals via phone or email (31%)
- 12 Clubs responded they are not familiar with PTS, or had never received a referral (34%)

Action required: Define PTS Program to all Clubs

Does your Club contact members that have not renewed? If yes, what steps are taken?

- 30 Clubs responded that they follow up with members who have not renewed (86%)
- 4 Clubs responded they do not follow up with members who have not renewed (11%)

Does your Club contact members who have not recently participated in any meetings or functions? If yes, what steps are taken?

- 20 Clubs responded they do follow-up with members who have not recently attended meetings or functions (57%)
- 3 Clubs reported they sometimes follow up with members not recently attending events (9%)

What, if anything, do you believe sets your Club apart from other Clubs in your Region, or within all of JCNA?

- Our Club is the second oldest club in the JCNA family. We have set the bar for events, traditions, and innovation. Many clubs have used our By-Laws and event guidelines to great success. Our club has been involved in JCNA since the 1958 beginnings. We have contributed to the Concours, Rally, and Slalom events, judges' school, articles to the JCNA Journal, provided leadership, and we continue to do so. JOCLA has been a constant leader in JCNA on many levels. JOCLA created a number of JCNA traditions and procedures, our DNA is throughout North America. We are a user-friendly club, with many members who are experts on originality, tech, mechanical, restoration, racing and service issues.
- We are a large club of active participants. We work to make everyone feel important and try to cater our events to all members' interests. We have a top judges training program lead by JCNA Concours Committee, Dave Allen. We sponsor a large Concours on the San Diego Bay and Annual Membership Appreciation luncheon where everyone is seated by the model Jag they own.
- We are an efficiently run club with no agenda
- We just participate and we invite the public to take part
- Our members seem to get up and go which other club members seem to have got up and went

- We focus on members having a good time, most are not interested in car shows and Concours
- When Santa Barbara and Flagstaff failed to carry through with the IJF, we supported the Jaguar Society of South Carolina for the IJF in Columbia, S.C. and we will likely carry the torch for the 2025 IJF
- Very seasonal membership and which reflects age of members
- We are a Club in name only. We do not have meetings; we do not have a sanctioned event. This is what makes my Jaguar Club different and why I have attended IJF events in Santa Barbara, Ft. Meyers and Dallas

Action required: Regional Directors contact Club to assist

- We accept all Jaguar enthusiasts – we have many married people, trans, people of color, single and they all get a huge welcome accompanied by a hug. I always get compliments for how friendly our club is. To me being accepted is something you can't teach, we live it. We also have members participating in planning events, take suggestions, make them a part of what the club is doing so they don't feel like they are going once a month to some boring dinner meeting. We also have a suggestion box; we want members' voice.
- I am not familiar with other clubs' operations, making this a difficult question to answer. Things we have developed over the years 1. Complete overhaul of our website to make it easier to navigate. This has been beneficial and successful in attracting new members 2. Implement a way for members to conduct most routine interactions through website 3. When someone joins, we send them a custom welcome card created and printed in-house, along with one or two gifts, car badge, club license plate frame or other swag

Action: As for copy of welcome card to share with other clubs

- New members receive welcome letters for MC, VP and Editor. Great website, large number of events with variety to appeal to different members (tech sessions, dinners, drives, car shows), good communications with members via E-Mail, and recently adopted rule include partner's email address to communicate directly with them. Website calendar and newsletter publish entire year of events with tentative dates. Photo gallery shows each event with small description and many photos to show what we are doing.
- Jaguars on the Island Annual Concours
- Three years old – monthly speakers, executive succession, planning website
- We want to move away from spreadsheets or MS access to something more dynamic. We struggle to capture the membership's collective experiences and service providers. We must build that resource out to its maximum. It is the first question we get from our new members – where can I get work done on my Jaguar?

Action: Pursue JCNA Marketing Committee proposal to list service vendors by Club

- Number of events, newsletter, website, amount of contact with members via E-Mail blasts. Favorite saying – they join for the cars, but stay because of the people.
- Wide variety of events, we try to hit all the different interests of our members. We even get new members by helping non-Jaguar owners find Jaguars to buy so they can join our club.

Action: Notify all Jaguar ownership is not required to be a member of JCNA

- Don't know the other JCNA clubs well enough to offer a comparison. I just know what we do and the limited interactions with other clubs to the west and east of Pittsburgh. I will say this: As president my mission was to be a jolt of lightening and energy to do our best to only to keep members retained by offering and advertising a wide range of events and activities with something for everyone.
- Personal contact with President, organization has 27 judges, 54 cars, 45 judged.

- We are a friendly group and have several members who open their homes to club members. We have members who get together socially and just not at a car function. I guess other clubs are doing the same thing.
- Jagin' has a unique set of assets within our Club through key members who are willing to share their experiences and collections with the Club. Jagin' includes members such as Gary Bartlett, Richard Foster and Bob Thomas who have historic connections with Jaguar Cars and Ford Motor Company. These connections have been leveraged to hold unique events through the years. Additionally, Indianapolis is well known for its racing heritage. The Indianapolis Motor Speedway has provided a key backdrop for race-based events and is a draw to international members for events planned around it.
- Monthly events with more social – less car-centric events as there are now fewer hands-on enthusiasts. Events are more inclusive and popular with spouses.
- A vast array of events, communication and great love for the marque

What are the biggest challenges that your Club is dealing with now? Does your Club have any best practices or success stories that other Clubs can benefit from?

- Getting folks to volunteer to take Leadership positions
- Aging out membership, members leaving California, filling leadership positions, cost of venue and meal prices, lack of funding from JLR and JCNA, concern for the future of JLR
- Our biggest challenge is that we are an ageing membership, modern Jag owners are not clubbies in the traditional sense, they do want to join but prefer social events rather than competition. They like to meet people, network, enjoy the company, and have a good meal.
- Aging membership
- Aging membership along with related health issues. Lack of interest in operating club and service as officers
- Funding the Concours and banquet. No longer receive funding from Dealership
- Old age and apathy
- Lack of support from Dealerships and future of Jaguar as a Brand
- Our membership is aging
- Lack of support from JLR
- We face the same challenges that every other Classic British Car Club face; it is very difficult to get new members to volunteer for officer positions, Chief Concours Judge, or any Club function. No one will volunteer to replace me as President. We don't have a Vice President. Aging out of membership.
- New members and filling key positions
- Leadership, reputation, motivation
- Senior members are aging and don't want to hold office. Not enough members to fill positions. Cost of cars now create difficult task for younger members to acquire Jags. Several members expressed interest in tech heavy club as opposed to social events. Many retired members interested in tech sessions with hands-on.
- Finding venues for Slalom and restaurant venues for dinner meetings that will accept large groups and separate checks, cash bar and not a charge for the room. Drawing young members. I have two young members who market our club to their friends who have Jags and so far, we are getting younger people who actually think 70 years old is cool!
- Membership age and lack of participation. Lack of members to organize events
- Continue to publish Newsletter or not and lack of membership growth

- Aging members who are not active in attending events, attracting young members, lack of referral from local Dealership, lack of advertising from JLR to keep our marque “top of mind” with consumers, continuing perception of lack of build quality for Jaguar motor cars. Additionally, changes caused by the recent pandemic have altered the way people gather and socialize. The JCNA website needs an overhaul. I have heard from more than one of our members that it is extremely difficult to get a live and timely response to even a simple request for a mailing change. The other big frustration is signing up for the on-line version of the Jaguar Journal – wretched delivery system currently in place with Zinio. This is a huge turn-off to all our members who are willing to receive an electronic version
- Finding major sponsorships for the annual Concours
- Members aging out, attracting younger members, Jaguar going out of business
- The age of our members and mortality rates. Over the last 2 ½ year we have lost 11 members to death.
- No challenges, if you want to join you are welcome to do so.
- Members who are members but never appear or show up at anything. Of course, for many years I was one of these people. I understand since I was busy with my family and my work that I was content to read about things in the JCOP monthly newsletter and Jaguar Journal. Finances and the costs being imposed by so many restaurants to reserve a room and the need to provide minimum guarantees for those coming have become a challenge to find places for events to convene for lunch or dinner. When one has an actual event where driving is involved and one stops for lunch or dinner, there are not usually that many people involved where an entire room needs to be reserved, so that is not an issue. But we have been able to reserve part of the Fox Chapel Yacht Club to hold our Concours early and get a large area of their restaurant open to us right on the river to enjoy a great lunch experience after the Concours judging has concluded and awards are presented.
- Finding others who are willing to fill board positions and chair events. Although this year more new people are stepping up when we ask for volunteers and work with them on events and we have a group of people right now.
Action: Distribute sample of job descriptions from other clubs to educate members on responsibilities of holding positions within the club
- Developing a regular newsletter and set of events which are of interest to Club members and encourage participation.
- Broken membership process at JCNA, three submissions and payments for JCNA for new and renewing members since February have been lost (3 checks still not returned from Sanford address) Club leadership discussing how to pursue this issue with JCNA leadership. Increased membership fees for fewer benefits such as new car discounts, no contribution from local Dealership. Hesitate volunteerism by younger Club members; reject of mass E-Mail announcements by aol.com, etc. that blocks mass emails and requires extra efforts to communicate with members.
Action: Follow up to see if this has been resolved and what created the problem with JCNA processing of memberships and mass e-mail blocks
- Attracting younger members, we have a renewed focus on Young Enthusiasts Memberships, but I can't say that it has been successful just yet. Part of the problem appears with the stagnant nature of JLR in that there is no concrete vision for the future.

Does your club have any best practices or success stories that other Clubs can benefit from?

- The Los Angeles/Orange County region is immense and diverse. In this market, events compete with other events for our members' attention. There is so much to do and see in these two regions that we compete with everything from concerts, sports, special events, charity events, the beach, social events, the list goes on. That is our biggest challenge, we must compete with so many other great choices.
- Try holding Concours at a location where the public is allowed to participate – example State fair rather than Country Club
- Good website, hire qualified webmaster, communications, communications
- Always be transparent
- We believe in publishing a yearly calendar of events, the new events program and event reminders have helped to increase attendance
- Create a huge welcome card using photoshop to make a good first impression. Don't let them stand off in a corner at social events. Mix them into a larger group with something talking and introducing them to help transition of awkward new guy. Find out what type of events they enjoy and get a few of them on the calendar as soon as possible. Personal contact with potentially delinquent members. Let them know how important they are to the group and be sure that they feel valued when they do attend events. It takes as a friend to be a friend. We feel personalization has immeasurable long-term benefits.
- Finding new and interesting activities. With larger participation in in our events, it is increasingly difficult to find restaurants where we can make reservations without a lot of costs like room charges or minimum amount per guest
- We offer lots of events and communicate as much as we can about them
- Keep in contact with all the members by phone to show them that we care about them and talk about upcoming events and their families
- Concours Judges 3-Year Membership, Core Committees
- Establishment of our Club's membership renewal and new member outreach using Club Express platform which has allowed Jagin to weather the challenges of Covid and allowed new members to find and join the club with little barrier of entry.
- Our charitable Gifts Committee, our detailed Concours Judge Training, our President's monthly E-Mail of happenings to all members and influx of new ideas for events to not be stagnant.



JCNA AFFILIATE CLUB SURVEY ACTIVITIES SUMMARY

RESPONSE RATE:

32 of 57 Clubs responded, which represents 56% of the total Affiliated Clubs.

All percentages are based on total number of responding Clubs

QUESTIONS:

How many events does your Club have per year?

- Lowest number of events
 - 1-2 Gulf Coast
 - 3-4 Heart of America
 - 6-7 Houston
 - 7 Southwest Florida
- Highest number of events
 - 20-24 San Antonio
 - 22-25 Pittsburgh
 - 28 Canadian Prairies
 - 25-30 Seattle and North Texas
 - 38 Ohio
 - 47 Michigan
- All others reported between 11 and 20 events per year

Does your Club have an event every month?

- 18 Clubs reported Yes (56%)
- 7 Clubs reported No (22%)

Average Attendance?

- Answers included 6, 11, 10, 10, 11, 12, 14, 15, 17, 15-20, 18-20, 18-20, 20, 20, 22-30, 25, 25, 21-45, 22-30, 30-40, 45, 40-50, 50-60 (Attendance dependent on size of Club)

Highest attendance events?

- Concours
- Holiday Party
- Picnics
- Potluck
- Member Appreciation Dinner
- Show and Shine

Lowest attendance events?

- Drive in Winter
- In-person Membership
- Drives – rain
- Fall Driving Tour
- Coffee gathering
- Tech Sessions
- Curling event
- Shop Visit

Participate in Multi Club Events?

- 18 Clubs reported Yes (56%) Examples: Cal Clubs Reunion, British Car Events, Cars and Coffee, other Florida Clubs
- 8 Clubs reported No (25%)
- 1 Club reported occasionally (3%)
- 1 Club reported rarely (3%)

Does your Club sponsor a Concours

- 21 Clubs reported Yes (66%)
- 8 Clubs reported No (25%)

Type of events? Driving, restaurants, tech sessions, etc.? Please share examples, details, etc.

British Car Clubs (5)	BBQ	Car Shows (3)
Cars and Coffee (3)	Charity Membership Meet	Concours & Awards Dinner
Dinners	Fall Color Drive	Feather Bowling
Holiday Party	Lunches	Museums
Overnight Events	Picnic	Poker Rally
Summer Splash Party	Tech Sessions	Theater
Touring	Road Trips	Local Attractions
Winery	Racing Presentations	Week-Long Road Trip
Educational Destinations	Board Meetings	Slalom
Spring Gathering	End Summer Celebration	Toy Drive Charity
Drive By Shut in Members	English Tea	Movies
Go Karting	Garage Tours	Vintage Car races
Photo Class	Pilot Member/Speakers	Health Related Topics
Restoration Garage	Pumpkin Patch	Beer Making
Weekend Trips	Super Bowl Party	Curling Sessions
Charitable Car Shows	Potluck	Halloween Party
Member Appr. Lunch	Concours Afterglow Lunch	Hands on Judges Training
Judges Zoom Training		

Do you find that many members within your Club often sit or associate with the same members at most functions, thereby creating “cliques”?

- Yes – 6 Clubs (19%)
- No – 16 Clubs (50%)

What actions were taken to avoid cliques?

- President introduces new members
- Paying more attention and encouraging members to co-mingle
- Doing nothing
- Make members feel welcome
- Friends tend to gravitate
- Engage

Charitable Events?

- 18 Clubs reported Yes (56%)
- 8 Clubs reported No (25%)
- Examples: Coventry, Shriners, USO, K9 Warriors, Parkinsons, Arthritis

Has your Club hosted a JCNA Sanctioned Rally within the past five years?

- 17 Clubs reported No (53%)
- 7 Clubs reported Yes (22%)
- Issues – finding venue

Has your Club hosted a Slalom event within the past 3-5 years?

- 11 Clubs reported No (34%)
- 4 Clubs reported Yes (13%)
- 3 Clubs reported “considering” (9%)

Does your Club participate in any non-Jaguar public events / shows / parades / civic events, etc.?

- 15 Clubs reported Yes (47%)
- 6 Clubs reported No (19%)

Does your Club participate or partner in any activities with any other non-Jaguar clubs?

- 16 Clubs reported Yes (50%)
- 3 Clubs reported No (9%)
- Examples: Amilia Island Concours, Hilton Head Concours, Austin Healy Club, British Car Club Council



JCNA AFFILIATE CLUB SURVEY COMMUNICATIONS SUMMARY

RESPONSE RATE

33 of 57 Clubs responded to this section, which represents 58% of JCNA Affiliated Clubs
All percentages are based on total number of responding Clubs

QUESTIONS:

Do you use a Video Conferencing service

- 18 Clubs reported using Video Conferencing (55%)
- 15 reported they do not use Video Conferencing (45%)

Does your Club have Social Media accounts?

- Media – 27 Clubs have Social Media accounts (47%)
- 27 Facebook (79%)
- 10 Instagram (29%)
- 4 Websites (12%) (under reported)
- 1 Group IO (3%)
- 1 SmugMug (3%)

Does your Club produce a newsletter?

- 21 Clubs reported they publish a Newsletter (64%)

Is this produced and distributed electronically, hard copy or both?

- 11 Clubs reported they publish electronic Newsletters (33%)
- 5 Clubs reported publishing both Newsletter hard and electronic versions (15%)
- 9 Clubs reported they do not publish a Newsletter (27%)

What is the frequency of publication – monthly, bi-monthly, quarterly, time to time?

- 7 Monthly (21%)
- 5 Bi-Monthly (15%)
- 3 Quarterly (10%)
- 3 Time to Time (10%)

On average, what is the total number of pages for each edition?

- The reporting Clubs reported 5 to 60 pages, with an average being in the mid-teens

If a hard copy is produced, what is the full cost to distribute to recipients?

- Cost per issues – ranged from approximately \$2.00 per issue to \$3.45, and a Canadian Club indicating \$2500 full cost per year

What is the annual gross income from newsletter advertising?

- Ranging from \$125 per year to \$8000 per year

Does your Club utilize platforms such as regular email blasts to communicate with your members?

- 15 Clubs reported using a platform for E-Blasts which represents 45% of reporting Clubs or 26% of total Clubs
- Platforms used include E-Vite, Club Express, WIX, Wild Apricot, Group 1.0, Goggle, Yamm, Microchip and E-mail

Do you know one or both of your Regional Directors?

- 28 of the reporting Clubs indicated they knew their Regional Directors representing 87% of the reporting Clubs and 47% of the total Clubs

Has he/she been helpful to your Club? How can your Regional Director and/or JCNA leadership serve your Club better?

- 20 of the reporting Clubs indicated the Regional Directors were helpful (87%)
- Six of the reporting clubs indicated the Regional Directors were not helpful (3%)
- Jaguar Club of Houston - Communicates JCNA information received at AGM and board meetings to club members at their monthly meetings and events.
- Gulf Coast Jaguar Club -I've spoken with Ron Wallis on several occasions in regard to the GCJC and national events. I met J.J. Keig in Dallas during the IJF but have not been able to generate a roadmap to address issues with the GCJC.
- Heart of America Jaguar Club - J.J. Keig attended our Concours and showed his beautiful Series II Coupe.
- Jaguar Owners Association of North Texas - Very supportive of our Club, both the RD's for SC region are very approachable
- San Antonio Jaguar Club - We have been asked to do stuff by them for JCNA, rather than the other way around. Like putting on a rally 300 miles away, waiting until 6 weeks before to hold up their end. Two 600-mile round trips and hotels cost a few hundred. Do something about JCNA's costs, whatever they are.
- Jaguar Club of New Mexico - We send part of our yearly membership dues to JCNA and in return we get a quarterly glossy magazine and the opportunity to use tools. Show up and participate. Jack Humphrey arrived at our 2018 Club Concours and physically took part. He helped judge our cars and also commented on the organization and execution of our Concours. Where is everybody else?
- San Diego Jaguar Club - Mark Mayuga and Les Hamilton, when serving as RD's, did a terrific job of communication. The California Clubs are especially close and tend to support each other's events as much as possible. I feel RD's should have more communication with their clubs, especially in the membership area. More communication between the Clubs and RD's. Most important during renewal period.
- Jaguar Owners Club LA - Les Hamilton and Nedra Rummell are our directors. Nedra is an active member of the JCNA BOD, Mark Mayuga is a former BOD member and is returning to serve in 2025. Mark served from 2018 to 2023, resigned, and has decided to return to the BOD. His knowledge is extensive and was very influential in the past with ideas, event coordination, etc.

Our Regional Directors, Rummell, Hamilton (Mayuga) is a team and are very good at responding and communicating with Region Clubs.

- Virginia Jaguar Club - Perhaps keep us in touch with events, news and topics concerning JCNA. What works best for other clubs and see if we can adopt those ideas in our club if suitable.
- Jaguar Affiliates Group of Michigan - He is a BOD member, so we get monthly feedback from JCNA.
- Jaguar Club of Ohio - Not sure what they can do for us. Pass on to potential new members for our area.
- Jaguar Association of Central Ohio - No, we are surviving, not sure they can help
- Ontario Jaguar Club - Not much interaction. Mike Meyer was helpful but no longer serves. We are self-governing and don't need JCNA.
- Jaguar Club of Pittsburgh - John Boswell came from Wisconsin to our Club Concours at least once that I know about. As JCNA President he was a bit too busy to really be in touch anymore. But I could, and did, call him when needed and talk with him at AGM's. Mike Meyers was our RD for many years and did a superb job and always was at our Concours, he still comes to our Concours even though he is no longer RD and is a super fellow. Gary Cunningham took over NC RD just last year and he has not yet been to any JCOP events as Regional Director, but I have called Gary when I had need to discuss JCNA issues and he responded. I suspect as time goes by; we will see him since Detroit is not that far from Pittsburgh. If I were RD, I would have regular telephonic or virtual communications with at least the President of each Club in my Region if not also other in Clubs that may be having challenges. I would try to show up when I could at least at one of their events periodically.
- Wisconsin Jaguars LTD - One is a member of our Club and Chair our Concours and updates us with information as it comes out. One has never contacted us except when he needs a report from us. I understand he was sick. Show up at an event and at least introduce themselves. At the least, call once in a while and see if we need anything. Let us know what is going on in JCNA.
- Jaguar Association of Greater Indiana - Gary Cunningham and John Boswel were very helpful during our club's issues with judge certification and Concours results in 2023. We worked with them significantly during the 2024 AGM. Gary recently attended the JAGIN Luau event in August. The RD can help to share experiences among the regional Club leadership to pass along event information and encourage participation across clubs within the same region.
- Jaguar Association of Greater Indiana - Work to simplify sanctioned events to promote more clubs to hold Concours, rallies, and slaloms. Provide promotional materials for affiliate clubs to attract members and highlight the benefits of belonging to the JCNA vs. only local Clubs. Streamline the membership renewal and payment systems to enable more rapid membership acknowledgment. Provide active support to clubs for member recruitment and retention, Provide guidance and support for affiliate Clubs leadership in key positions, President, Treasurer, Membership, Chief Judge. Work to acknowledge and recognize efforts and importance of affiliate clubs and leadership – provide encouragement and aid rather than sanctions and threats.
- Jaguar Club of Greater Cincinnati - Re-institute/communicate AGM minutes so that we can keep up with general policies and decisions. Advice of new procedures (e.g. membership renewal procedures are hidden in the online library).
- Jaguar Owners Club of Oregon - Among other things, navigation through the confusing and overly complex JCNA website when trying to locate the proxy form for the JCNA AGM. Fielding procedural questions, and education a "green" club president on some best practices for handling club business in light of JCNA procedures. Both the NW regional reps are absolutely top-notch. Very responsive and deeply knowledgeable. If they cannot immediately answer a question, they

will find the answer and communicate it as soon as possible. Honestly, we are extremely fortunate to be able to work with them.

- Seattle Jaguar Club - Both RD's communicate with each other and the local clubs frequently. They plan intra club events which enhances the member experience of each club's members.
- Both RD's are extremely active in their clubs as volunteers and leaders, which is inspiring to the leaders of their Clubs. As a result, my Club and probably others are energized. I could offer many examples of the above if needed. Our RD's already service the clubs in our region very well. And as a former RD, I believe they can serve up examples about how their work benefit our regional clubs. A concern of mine is that JCNA's governance structure makes timely course corrections difficult. And some JCNA and some local Clubs are resistant to healthy change. There seems to be a culture of making rules that local clubs must follow, rather than making JCNA a helpful, supporting and innovative partner.
- Canadian XR Jaguar Register - Carole comes to club events. She is in contact with many of our members. She is great at responding to emails. She is knowledgeable. She has been to our meetings.
- Canadian Prairies Jaguar Club - Carole helped us to get started, no longer helpful. Brian drove from Seattle to Calgary for a Show and Shine, very helpful. Take our suggestions to the executives with enthusiasm!
- Jaguar Club of Florida - Craig and Mellie Kerins are frequent participants in JCOF events, including Sizzlin' Slaloms, Concours, and other events that are plus or minus 200 miles from their home in North Florida. With frequent Regional Director columns in the Jaguar Journal, Craig has been somewhat remiss in communicating with affiliate clubs in the SE Region in my opinion.
- Carolina Jaguar Club - Listen to clubs that are growing and where the growth comes from....it is not with securing younger members.
- North George Jaguar Club - Very helpful with JCNA meetings and possibly hosting IJF. How can RD's and JCNA leadership serve better? Doing great!
- Jaguar Club of Southwest Florida - Maintaining contact and Judges training
- Jaguar Club of Southern New England - Difficult to answer yes or no. One recent issue is this we did not receive survey from either RD. One RD has been relatively silent. The other does provide some JCNA updates, although not on a regular basis. If time permits, it would be nice to have an RD attend one of our meetings, either in person or via Zoom to say "hello" and provide some information that could be useful to the Club.

In addition to your Regional Directors, what can the other members of the senior leadership of JCNA do to help your Club or Region?

- Jaguar Associate Group - Try to get the attention of JLR NA
- Jaguar Owners Club LA - Currently the most helpful JCNA representatives have been Nedra Rummell, Les Hamilton, Rob Thuss, Nicole Smart, Carole Borgens, Jim Sambold, Fred Hammond, Jack Humphrey, Brian Case, Jeff Genarro, Mike Zavos, Dean Casano, Bill Beible, Ron Wallis – This group of folks have the hear of JCNA in my opinion. They have been the most helpful, respectful to members, long-standing support of JCNA, contributors of ideas and leadership.
- San Antonio Jaguar Club - Not send a 9-page questionnaire after providing no detailed financial information at AGM 2024.
- Jaguar Owners Association of North Texas - Currently we are in good shape. With that said we know we have a great support system in JCNA.

- Jaguar Association of Central Ohio - Less corporate type attitudes, more fun, JCNA is slowing dying, as it is an aging membership, as is JLR. I applaud you for trying to save us from extinction.
- Ontario Jaguar Club - Inclusion, fight for Canada
- Jaguar Club of Pittsburgh - Jack Humphrey has always been responsive and helpful when I have an issue or question or suggestion. Cara Dillon has always been helpful for me and our JCOP Treasurer regarding Membership and dues inquiries, JCNA needs to keep the promise made by the Directors at the 2024 AGM to make their decisions on any dues increases for the following year so they can be announced to all the clubs no later than October 31 of any year. I do not ever want to have my club go through what happened in 2024 when dues were increased belatedly by JCNA in 2023 after we had already announced what our club dues would be for 2024 (which included what we had to tender to JCNA). JCOP provides one-year complimentary membership to anyone who purchases a Jaguar from Bobby Rahal Jaguar or A&L Jaguar in Pittsburgh area; such buyer is given a parchment paper providing how they can activate their one-year complimentary membership where JCOP pays the JCNA dues. This is a big loss to each of us each year, but we have done as loyal soldiers for JCNA but in all likelihood, we will have to only make such new Jaguar buyers (if there are any Jaguars to sell them, I guess they can purchase used Jaguars from these dealers) some sort of JCOP-only associate member or something going forward, We have not seen any retention of these members who got free membership in renewing their memberships or even showing up at club events. We invested a fair amount of money in trying to help JCNA in this regard, but it has not been successful. But we tried on our own nickel.
- Wisconsin Jaguars LTD - Once call a year from a member of the senior leadership might go a long way in goodwill. Look at our newsletters and call and mentioned something you liked about what our club is doing, if you divide the presidents and editors in all the clubs between all the senior leaders, how many calls would you each have to make over a year's period? 60 Clubs, 120 calls, 10 senior members is 1 call a month each. Doable? I think so.
- Jaguar Owners Club of Oregon - Our most frequent comments from memes are (1) overhaul of the JCNA website is long overdue, its menus are obscure, the usability suffers from a poor interface, and the search engine occasionally lacks luster or worse. (2) Simplify the distribution of the electronic version of the Jaguar Journal. Currently members that have signed up for the electronic version are annoyed. Zinio asks them to pay a fee for what should be a free download of the J.J.
- Seattle Jaguar Club - Make JCNA an organization that is perceived as enhancing the experience of JCNA and local Club members. Reduce the friction caused by creating new rules, costs and other hurdles. Reduce the time and focus on legacy activities and increase the time and focus spent on making JCNA and local Clubs more attractive to today's and tomorrow's prospects and members.
- Canadian XR Jaguar Register Be a part of our meetings. Our meetings are hybrid. It would be nice to be included. Canadian Clubs are "Forgotten". Everything is different for us. It's extra costs. It's different rules.
- Canadian Prairies Jaguar Club Prove template websites for Clubs plus website support services
Monthly speaker resource list
Connections to service centers/parts, etc.
Contact people more across North America
Exec must change their attitude. The Clubs are your clients not your Minions!
- Jaguar Club of Southwest Florida Our main problem is diminishing interest and getting better participation.
- Jaguar Club of Southern New England We have a great relationship with the JCNA Chief Concours Judge, who is also a member. But generally speaking, communications with senior JCNA

leadership tend to be limited to AGM announcements and perhaps end of the year inquires for various JCNA nominations. Communication can be better.



JCNA AFFILIATE CLUB SURVEY FINANCIAL RESULTS

RESPONSE RATE:

31 of 57 Clubs responded, which represents 65% of total JCNA Affiliated Clubs
All percentages are based on total number of responding Clubs.

QUESTIONS:

Is your club Incorporated? Year? State?

- 16 Clubs responded yes. States include multiple from California, Florida, Kansas, Texas, Washington, Michigan, Pennsylvania, Georgia, Virginia and Louisiana. Years ranged from 1955 to 2022
- Two Clubs reported they were not sure about incorporation
- Four Clubs reported they are not incorporated

What is the amount of your 2024 annual dues?

- Dues ranged from \$35 to \$110
\$35, \$40, \$55, \$60, \$65 (two clubs), \$70, \$75 (four clubs), \$80 (five clubs), \$81, \$85 (four clubs), \$95 (three clubs), \$100, \$110
- Some clubs have first year dues for initiation then reduced following years

What is your current bank account balance?

- Balance ranged from \$1.2K to \$41K
\$1.2K, \$1.5K, \$2K, \$3.5K, \$3.8K, \$5K, \$5.9K, \$6K, \$8K, \$8K, \$14K, \$13K plus \$22K CD, \$30K, \$41K

Has your balance *generally* remained steady?

- Six Clubs reported steady, six reported down, six reported up

Has your Club made any recent purchases or sold assets? The purchases listed include:

- Stanchions and chains for Concours
- Timing equipment
- Trophies for Concours
- Digital Projector and special photo equipment
- Paper for greeting cards
- Timing devices

How does your Club generate income in addition to dues?

- Ads in Newsletter
- Charge special events

- Sponsors Concours
- Merchandise sales
- Concours and sponsorship
- Interest bearing accounts
- Raffles, 50/50 raffle
- Fun run income
- British Car meet
- Silent Auction
- Wine and Beer making events
- Awards luncheon
- Other notes

Considering reducing charity contributions

Try to break even

Annual expenses in line with operating expenses

Events are expected to be self-funding

Don't worry about it – it's not a business

Monitor and control spending and raise dues if necessary

What are your Club's annual expenses?

- JCNA dues
- AGM Delegate expense
- Concours
- Special Events Subsidy
- Meeting room expenses
- Credit fee
- Directory
- New Member Package
- Web and Social
- Trophies
- Materials and supplies
- Holiday Party
- Memorial Donation
- Regalia replenishment
- Roster Printing
- P.O. Box
- Name Badges
- Bookkeeper
- Equipment rental
- Bank fees
- Website maintenance
- Postage and Printing
- Fall tour
- Picnic
- Office supplies

What is your Club's annual total overhead?

- Examples
Credit Card \$500, Zoom \$150, \$15 Incorporation Fee, \$210 Post office box, Postage, ink and paper for cards, stripe, PayPal, Office supplies \$1563, Flowers and Get-well Cards \$559, \$654 Cost of events
- Webmaster \$450/month – other annual costs \$105, \$100, S\$125, \$600, \$300, \$2271
- Website Fee, costs reported \$50, \$1000, \$12, \$16, \$122, \$372, \$200 Canadian
- JCNA AGM participation
President hotel, registration, and travel
Send delegate each year
2022 Last year participated
Never participated
\$1000 to help Delegate attend
\$1835 covers travel expenses but not meals
Considering reducing AGM support
Not a business, low key, just trying to have fun with our cars

Using Restricted fund accounting

Costs that may or may not be subsidized such as Dinners and Concours

- Concours
- Slalom
- Picnics and Holiday Parties
- Speakers
- Tech sessions



JCNA AFFILIATE CLUB SURVEY TROPHY RESULTS

RESPONSE RATE:

32 of 57 Clubs responded, which represents 56% of total JCNA Affiliated Clubs

All percentages are based on total number of responding Clubs

QUESTIONS:

Does your Club use *only* standard JCNA awards for any Sanctioned event? If no, please provide the details of any non-JCNA standard awards at any Sanctioned event.

- 8 Clubs reported using only standard JCNA awards for Sanctioned events (25%)
- 17 Clubs responded using mostly locally sourced award suppliers (53%)
- 8 Clubs reported using a combination of JCNA awards, locally sourced, handmade awards (25%)

What award suppliers does your Club utilize when not presenting “standard” JCNA awards?

- Most Clubs not using JCNA awards, use local vendors or customize their own awards

Please provide any thoughts or comments regarding the continued use of the “standard” JCNA offering of awards.

- 7 of the 32 Clubs plans to continue using JCNA awards (21%)
- 16 of the 32 Clubs will not use JCNA awards (50%)

Comments regarding continued use of “standard” JCNA awards.

- When folks enter every year, getting the same award gets old. How many plates can be displayed
- JCNA trophies are preferred by most entrants for Concours d’Elegance, it’s a quick and convenient way to get trophies – no re-tries
- The current inventory of JCNA trophies are too expensive. The event seems to be more important than the trophy, competition events are not as popular as social events.
- No
- This decision should be left up to the Affiliate Club
- Don’t use them due to costs
- Everyone has more than one JCNA plate. Going forward, I would like to see JCNA offer trophies or clear plastic awards that can stand on desk or bookcase
- Should be JCNA standard
- No – Our club uses tile on wood presentation suggesting southwest theme, we will continue to do this
- No, we have custom awards for Slalom
- No opinion
- Great for Concours

- Currently plan on using JCNA trophies
- Too many regional trophies at all levels, including publications, not sure what those trophies cost JCNA because no detailed financial details were given at 2024 AGM
- It is an unfortunate fact of life that the pewter JCNA have gone up in price over the past few years (but what hasn't) Our club does not charge enough per entry to cover the cost(s) of trophies
- We would like to see the JCNA plate trophies continue. It is a tradition people look forward to each year.
- JCNA pewter plates are prohibitively expensive
- That does not seem like a popular choice with our Board of Directors and Concours Chair
- We would like to give out new and a variety of trophies
- They are fine
- In Canada duty and weight create challenges for future use
- The pewter plates are super, I have no comment otherwise since I am not familiar with other awards
- The old ones are tired, you should get new ones. Newer members are probably happy with the awards – I guess that is not a helpful answer
- Many members have received the same trophies over multiple years, so the specialness of these awards have worn thin. We have not received specific complaints about this, but some members have offered to “trade in” past awards for recycling rather than to collect additional copies
- No opinion since my club does not envision conducting sanctioned events
- The standard JCNA Concours awards have not changed in many, many years, including the awards for Regional and North America Championships. It would be nice to have variations rather than the same old thing.