



JAGUAR CLUBS OF NORTH AMERICA

2013 AGM Minutes

Saturday, March 23, 2013

The meeting was called to order by President Dick Maury at 8:05 AM, Saturday, March 23, 2013. Dick welcomed everyone, thanked both of the Texas clubs and the Mexico club for putting the AGM together.

A Membership committee has been formed to look into increasing membership and better member/club interaction and a Journal committee has been formed to help with more consistent publication dates and other issues.

Dick talked about a meeting that he, George Camp and Gary Kincel had with the President and VP of Jaguar cars, in an effort to further better relations between JCNA and Jaguar Cars.

All JCNA trophies are now at a central location which both saves JCNA storage costs and allows for quicker shipping.

Ed Avis has taken over the PTS program. He responds immediately to any email requests received and their information forwarded to the nearest local clubs for further action. Ed has also made a Google map with the locations of all of the clubs. When you click on the club, you get the contact and other information about the club. This can be viewed by clicking on the map on the Club List page of the web site.

On the legal front, the Jaguar Logo and our use of it is being taken care of by Rob Thuss in discussion with Jaguar Legal.

There is a new club forming in New Mexico and a possible new one in Florida. The Music City Jaguar Club in Memphis, TN is a club of about 100 members that is needing some help to stay going. Our membership committee is working on this.

As announced in the Jaguar Journal in the Presidents message, JCNA is forming an Electronic Communication committee. This group will oversee all JCNA electronic communication methods, present and future including the Web site and related forums, Facebook, Twitter, online voting, e-mail communication with members, online publications and Paypal and other methods of online payments to be used by the clubs. If you are interested, let Dick know. In connection with this, the Facebook page, maintained by Ginger Corda is growing in views and friends.

New this year is the President's award. This award fills a position for an individual or group that would otherwise not be recognized by JCNA's conventional awards. There is no set amount of awards in this category and might not be awarded each year. (At the Awards Banquet, it was announced that Ed Avis, who takes care of all the PTS requests and is responsible for some one hundred new members, received the award.)

The Corporate Policies and By-Laws are now posted on the web site on the Library page for viewing.

This is the second year of the Web site awards. The sites are getting better and that is making it tougher to choose a winner. That is a good thing.

We have asked for help and have gotten a very good response of volunteers. Thanks to everyone as this shows the club members want the club to grow and be a better club.

The 2012 AGM minutes were approved as posted on the JCNA web site.

The following regional directors were present at the AGM: NW – Barbara Grayson and Steve Christensen, NC –Gary Kincel and Bob Matejek, NE – Peter Crespin (incoming NE director), SW –Bill Streitenberger and Rob van Westenberg (incoming SW director), SC – Gary Vaughan & Jeff Carlson carrying Enrique Vila's proxy, SE – Dick Maury & George Camp.

The delegate roll call was completed with 63 of the 64 clubs being presented by either their delegates or proxies. The Great Plains club lost their long time president, Jack Stamp this past November. Brock McPherson has taken over as president of that club.

1st Place Ties were discussed. The concern is some Entrants attend 3 concours receiving 100 points at each while others may attend more than 3 concours, also receiving 100 points at each concours, which is more deserving of actually receiving 1st Place in class?

Another discussion item was the scoring and presented of Special Class entries. They are currently awarded Champion Division trophies but given Driven Division points, raising some contention, "What are they? Champion or Driven Division cars?" As JCNA cannot afford to inventory a whole third design of trophies, the current process will stand.

A third discussion items was over a problem where a S-4 Replica Class SS 100 presented for judging won both Best in Show and People's choice, both Club Awards. It beat out an excellently restored Series 3 E-Type. As both of these classes are Club Classes, no JCNA decision was suggested. However, clubs may want to add a note to their entry form stating that Replica entries are not eligible for the Best of Show award.

Corporate Policy Change C-0500 – 102 Board of Directors, Officers, Qualifications for Directors, the following requirement was added: To qualify to run for a position on the JCNA Board of Directors, one **must be able to communicate via current day forms of communication on a regular basis as specified by the board of directors in the corporate policies.**

Corporate Policy Change C-0600 – 105 Election and Balloting Rules, To govern the tabulation of ballots for election of regional directors, the following was changed: The person or business tabulating the ballots shall not count any ballots received after January December 15, at 5:00 pm unless otherwise authorized by the JCNA Board of Directors.

Corporate Policy Change 0800-101, the following were added to the list of JCNA Regular Committees: **Jaguar Journal Committee and Membership Committee**

New Business, Bylaws Article VIII Section 501(c) (6) of the Internal Revenue Code. The following amendment was approved to clarify JCNA's standing with the Internal Revenue Service:

Upon the dissolution of the corporation, the board of directors, after paying or making provision for the payment of all the liabilities of the corporation, shall arrange for the distribution of the remaining assets to a scientific, educational or charitable organization, provided, however that such organization at the time qualifies under **Section 501 (c)3 , 501(c)7, 501(c)19 of the Internal Revenue Code.**

Club and JCNA Membership: Some clubs seem to have some members who have been given the option to be members of their local club only and not JCNA members. Article III, Section 3c of the bylaws states: (c) all members of a JCNA group shall be required to be members in good standing of JCNA and pay the annual dues of JCNA.

It is the responsibility of each club's president to enforce the JCNA bylaws regarding their club.

JCNA Membership Renewals, Most clubs are using excel and returning the database in the same format as it is being sent. For others, please do not delete or move any of the columns as distributed by JCNA. They are needed by the JCNA Membership chair in the order they are sent out.

Currently there is no automated way for clubs to have their members renew their membership through the JCNA web site and handling over 5000 renewals manually would be an overwhelming task. So please do not have your members renew through the JCNA site. Please send in dues for your new members right away, no matter what time of year it is. That way the JCNA Membership chair can get them signed up for the journal right away.

Dennis Eklof's, club, Jaguar Club of New England, has an online web page for renewals that other clubs may want to look at. He would be glad to share the code with other clubs.

Rob van Westenberg, new South west Regional Director said that clubs can set up a paypal account so people can renew through the local club without a club having a paypal.

Rule Book Changes - There were 63 Rule Book changes, most of which were administrative corrections. Important changes were:

-Concours sanctions requests will only be granted if the requesting club's JCNA online Judge Roster/List verifies that, it currently has listed a Chief Judge, an active Judge Training Program and, beginning in 2014, eight (8) or more Certified Judges in order to meet or exceed the (2012) JCNA requirement for at least 1-Certified Judge per Driven Division Judging Team and two Certified Judges per team for Champion and Special Divisions.

-Entries competed in three or more JCNA concours automatically become eligible for a North American award in their particular Division and Class. If an Entry's three (3) highest score average does not position it among the top three places of its class, then the Entrant's highest two (2) scores will be evaluated for a Regional Award as per section 2. No Entrant may enter the same vehicle in more than one class at a JCNA Concours.

-To qualify for Class S3, Entries must have 40 points or more of deductions for judged, non-authentic, or missing features or components ...

-No Entrant may enter the same vehicle in more than one class at a JCNA Concours, such as C8 and C19 A or B (Preservation Class).

-A person may establish paid memberships in two or more JCNA clubs, (paying JCNA dues but once). In such instances, the member will be assigned a single JCNA number (ex.1234) but it will be prefixed by the individual club/Region identifiers, such as: NE00-1234 for the primary club, SE00-1234 for a secondary club, etc.

-An Entrant's protest must be filed with the JCNA Protest Committee Chair within 30 days of receipt of the scoresheets or the protest will not be considered.

-Clubs and individual Judges are prohibited from lowering the standards set forth in these rules. Choosing to ignore discrepancies and/or not perform required inspections does a disservice to those Entrants who have taken the time and expense of preparing their Entries for an examination that would reward their attention to detail and distinguish them from any competition prepared to a lower standard. Evidence that a club is judging to a lower standard, or is deliberately excluding certain judged items from the judging process, can result in the voiding of the results of the affected classes.

-Both a body stripe table and a cylinder head color table have been added to chapter 6.

-Reference to the 2013 introduction of the F-TYPE was made throughout the rule book in the appropriate tables and list of classes.

A detailed list of changes is available on the Concours, Rule Book page of the 2013 JCNA web site.

A two-thirds vote passed thus allowing all of the changes reviewed to be implemented for the 2013 concours season.

Rally Proposals – numerous Rally Manual proposals were approved and are so noted in the Rallye Manual portion of the JCNA web site. These changes were approved by a two-thirds vote for implementation in the 2013 competition season.

Slalom Proposals - Redundant Slalom Classes were noted in items C and D, thus item D was approved for deletion. The proposal to add the F-TYPE to Class R was approved. These changes were approved by a two-thirds vote for implementation in the 2013 competition season.

2013 Challenge Championship – The Virginia Jaguar Club will be hosting the 2013 Challenge Championship in Wyndham Virginia Crossings on June 12-16. Please go to their web site.

The 2014 AGM will be hosted by the Jaguar Association of New England (JANE) April 3-7, 2014.

The Jaguar Club of Southern New Mexico will be hosting the 2014 Western States in Colorado Springs, CO on September 2-6, 2014.

Committee Reports

Jaguar Cars Liaison Report by Fred Hammond. Fred talked about the changes Jaguar is going through. The US has now dropped to Jaguar's third largest market behind China and the United Kingdom. The F-TYPE represents a return to the company's heart: a two-seat, convertible sports car focused on performance, agility and driver involvement. The F TYPE is the first all-new two-seat sports car in 50 years.

The "Jaguar Alive" Tour will have 16 stops across North America. At each stop, Fred has been asked to find local club for displays at the various sites. Fred will specifically be going to the JCNA club pages and looking for contacts. One more reason to keep your information current.

Jaguar Cars - JCNA Liaison Report by Gary Kincel. Gary reported that during the fall of 2012, Dick Maury, George Camp, and Gary Kincel attended a meeting in Mahwah NJ at Jaguar HQ. In attendance from Jaguar Cars were Andy Goss, President, CEO. and David Pryor Brand VP. The main goal of this meeting was for us to share our thoughts, ideas, and strategies around our relationship and discuss ways that we can mutually support each other in that relationship.

Publications Report by George Camp. Sales of publications and Books continue to be healthy. From a sales history of a couple of pamphlets to many thousands in two years speaks to the need and members desire for this type of service. We continue to have the largest all Jaguar book store in the world!

One highlight of the year was the "discovery of a pile of E-50 celebration books.

We will fully catalog the redundant materials that came from Canada and offer them in the archives section of the shoppe this year. We have also heard that a large amount of archive materials will soon become available to JCNA members. We will strive to alert all of you and also post them in the shoppe. Remember that you must be signed up to the shoppe forum to receive alerts.

Trophy Report by George Camp. A couple of years ago the trophy program was almost dead. We were out of stock and the clubs had lost confidence in it. I am please to report we have a viable program with more and more clubs moving toward the JCNA trophy due to the above and the speedy processing (thanks Coventry West) and the buy back program.

Trophy Plaques by Steve Kennedy. It is the Entrant's responsibility to go to the JCNA web site and verify their award information and submit the request for it. The reason is people move and other data has been found to be incorrect. So without the Entrant's verification, there is no way to know what is correct for sending out the trophies.

The total number of possible trophies to be awarded for 2012 was 272. 99 Champion Division and 87 Driven Division trophies for a total of 186.

Authenticity Tools Helpline Report by George Camp. Calls have slowed but continue to come. The feedback is that this is a helpful addition to the list of items offered by JCNA.

Tool Loan Program - While a high volume of tool loans is yet to be realized the program is being used with great feedback from the members. One of the issues we have is special tools for the newer cars. I am glad to report that

JCNA has secured a stock of tools from various Jaguar dealers. With this acquisition we will have the largest collection known. Just a fun fact: One tool (Churchill J7) has logged aprox.35,000 miles this year. It no longer resides in the tool loan but is an almost permanent resident of UPS.

Regalia Report by Steve Kennedy. Regalia sales continue to be great. We have added several new items: JCNA Regalia items offered are JCNA logo sweatshirts (\$30), light weight jackets (\$55), medium weight jackets (\$65), vests (\$40 & \$50), visor hats (\$15). Visit JCNA.com, Shoppe, Merchandise for these and other items.

Regional Director Election Results by Jerry Ellison. Regional Director election results:
North West Region: Barbara Grayson - JOCO; North Central Region: Gary Kincel - JC-Pittsburg;
North East Region Peter Crespin (Newly Elected)-- NCJOC; South-West Region - Rob Van
Westenberg -RMJC (Newly Elected); South Central Region - Enrique Vila Gil - JC Mexico, Ac;
South-East Region - Richard (Dick) Maury

JCNA Officer Election Results: President - Richard Maury. For Vice-President: George Camp

PTS Report by Ed Avis - 167 requests for information from prospective new members has been received. Eighty-three of the 167 (50%) were electronic requests made via the JCNA website and 84 of the 167 (50%) came from cards mailed in to Jaguar.

The Google map showing the location of all the North American clubs continues to be a useful. I'm somewhat disappointed that more clubs have not provided me with the information to accurately describe their location and Points of Contact. 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. Until very recently the map was "unlisted" on the Internet, meaning only those who had the link could find it. I had been waiting for more information from the clubs but have now made the map "public", meaning that someone searching for "Jaguar Clubs" may now be able to find the map.

As a side note to all this, in my dealings with the clubs I've found that some do not have accurate contact information for the club officers on their JCNA webpage and some don't seem to know how to update their information. Since I send each referral to the President and Membership chair as listed on the webpage it may be that my emails are not reaching some club contacts.

Business Committee Report by Gary Kincel - Since accepting responsibility for the Business Committee at the AGM in 2010, the committee has expanded to include John Masters, Greg Huelsman, Gary Hagopian, and Philip Taxman. Since taking over as Treasurer/Business Manager, Deanie Kennedy has had a very positive impact in our financial management, and communication with our affiliate clubs. New financial software is in place and reporting is now more efficient, timely, and complete. In addition, Deanie has streamlined the membership renewal process with affiliate clubs.

Financial Issues & Financial Health - With hard work by many involved, the financial health of JCNA has improved during this year. As reported on the December 2012 Financial statement, the bottom line when compared to the same period last year has improved from -\$5,323. to +\$6,574. Although the improvement is significant, we remain close to break even. Our combined cash & savings has also improved this year with adequate cash on hand to support normal operations, and if needed take care of an unexpected expense. Phil Taxman continues to manage our savings in a conservative manner with interest earnings generally above the S&P 500, and expected to be at 3.5% over the next 5 years.

Dues Increase - The requested dues increase of \$8.00 was approved at the 2012 AGM. The implementation occurred with the billing to members for the 2013 year. These additional funds will place JCNA in a better financial condition and allow us to continue the reversal of the negative trend of the past few years. Any additional funds will be placed into savings with Merrill Lynch and Philip Taxman who has managed our investments for many years.

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 for the current year is computerized and feedback from the affiliate clubs has been positive. Financial records have been moved to a modern, broadly accepted accounting software that allows review in a common format. A new 888-phone-line has been put into place that has options to speak directly with her, the tech line, sales of regalia or publications. Deanie has taken over the process of billing and collecting for Journal advertising. Overall the improvements have been well received by the affiliate clubs and has helped with cash flow. In addition, the remaining records formerly housed in a rented space have now been forwarded to Deanie for permanent, safe keeping.

JCNA Contracts - During recent year's, new positions were added to include Associate Editor of the Journal, Webmaster for the JCNA website, and Associate Webmaster. The term of most contracts, runs until 12/31/2013. 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. Contracts were completed by JCNA legal counsel for our new Administrative manager along with manager of Regalia and Publication sales. The current agreement with Journal Editor has been extended into 2014.

Legal Counsel Report by Rob Thuss - No matters pressing or significant to report in areas I've been involved in. I've responded to Leadership when consulted and worked on projects as directed. The amount of work accomplished by volunteers over the years is obvious, thus there are clear policies that address most-all foreseeable issues already in place.

Licensing Agreement: Review of JCNA's 1995 Licensing Agreement with Jaguar Cars indicates JCNA has exclusive license to the JCNA Logo and non-exclusive license to certain Jaguar trademarks including license to the "leaper," "growler," and "JAGUAR." The Agreement provides ongoing rights to use these trademarks solely in connection with JCNA activities. JCNA also has license to use these trademarks on merchandise distributed to JCNA members or at JCNA sponsored events. JCNA also is licensed to use Jaguar Trademarks on merchandise, display material and promotional material relating to JCNA events. I am advised that JCNA has used other Jaguar Trademarks over the course of time, but the 1995 Agreement only specifies the trademarks above named.

As part of the Agreement, JCNA agrees to maintain a standard of quality for goods and services associated with the exclusively licensed JCNA logo and the licensed Jaguar Trademarks that is at least equal in quality to the goods and services provided by JCNA prior to this 1995 Agreement, and JCNA agrees to permit Jaguar Cars to inspect the quality of our goods and services that bear or are associated with the Logo or Trademarks. In sum, JCNA must maintain the quality of merchandise that was produced during the period when Jaguar Cars administered JCNA.

Therefore, JCNA has ongoing license to the Logo and Trademarks. The license continues as long as JCNA employs this license accordingly and respectfully. If JCNA falls short, it could put itself in breach of the Agreement, and if not corrected, lose its license. However, there is language in the Agreement that the intent is that every effort shall be made to prevent this from happening. JCNA has enjoyed this license since becoming independent, and this is not an issue of present concern. License to use of Jaguar trademarks not specified warrants some research and dialogue with Jaguar and also review of USPTO records.

Under this Agreement, and the agreement granting JCNA exclusive right to publish the Jaguar Journal, discussed briefly below, JCNA has obligations to Jaguar to honor the agreement. That obligation includes having the best interest of Jaguar in foremost consideration regarding matters published in the Journal. I would suggest this obligation should also extend to matters regarding Jaguar Trademarks.

JCNA Special Awards Committee Report by Bob Matejek - Andrew Whyte Award: Many individuals were considered for the Andrew Whyte Award. An individual was selected who has provided great service to the JCNA for many years. (follow up – George Camp recipient)

Dealership of the Year: There were two Dealership of the Year candidates from which the most supporting was selected. There were many comments that we wished that all dealerships were as helpful, accommodating and generous. (follow up – Royal Jaguar Land Rover, Tucson, Arizona recipient)

JCNA Club Web Site Excellence Award: Many Clubs are becoming very creative in the information and presentations that they have on the JCNA hosted Club web sites. This year, we selected the best of the East Coast and the West Coast. Two awards will probably not be presented every year in the future. There is consideration to fully evaluate the JCNA hosted Club Web Sites and the JCNA Club's independent Facebook sites, but that will not happen in the near future. We certainly encourage more club involvement and improvements in what is a great recruiting tool for the Clubs and JCNA. (follow up – Jaguar Club of Southern Arizona, Webmaster - Maggie Secker west recipient; North Georgia Jaguar Club, Webmaster - Richard Maury east recipient).

JCNA Fred Horner Sportsman Award: The tallying for the overall participation in all the sanctioned JCNA vehicle events in 2012 has a new selection criteria for the 2012 Award and will open up the Award to individuals that are out and about with their Jaguars, in front of the public most often and not just in certain competitive situations or with competition results. (follow up – Cameron Sheahan and Carolyn Arnquist recipients)

JCNA Newsletter Awards: 2012 JCNA Newsletter Awards – **Photo** – 1st “Jim MacLaughlin’s XK150 DHC” Dean Kirkland *Jaguar Tales*, Jaguar Owners Association; 2nd “Frozen Leaper”, Doreen Newby, *Classical Gas* Canadian XK Jaguar Register, 3rd “Gable Lady at Pebble Beach”, Ginger Corda, *Jagwire*, Jaguar Club of Florida. **Event** 1st “Good Times Roll” John Larson *The Jaguar’s Roar*, Nation’s Capital Jaguar Owners Club, 2nd “Dinner With Ian Callum”, Toni Avery, *Cat Tales*, Jaguar Owners Association, 3rd “Summer Prowl”, Ian Massey, *Jagwire*, Jaguar Club of Florida; **Technical** 1st “Chrome Bumpers and Shiny Bits”, Harvey Ferris, *The Litter Box*, Carolina Jaguar Club, 3rd “XK120/140 Pedal Mod”, Paul Harder, *Jagwire*, Jaguar Club of Florida, 3rd “Buying My E-type”, Tom Wright, *Jaguar Tracks*, San Diego Jaguar Club; **Travel** 1st “A Winter Tale”, Dennis Brammer, *The Island Growler*, Jaguar Car Club of Victoria, 2nd “Gray Skies and Wet Cars”, Mike Tate, *The Jaguar’s Purr*, Delaware Valley Jaguar Club, 3rd “Capital City Concours”, Ian Crawford, *Jagwire*, Jaguar Club of Florida; **Heritage** 1st “Bitten by the Cat” Series, Geoff Moyse, *The Island Growler*, Jaguar Car Club of Victoria, 2nd “How Does it Measure up?”, Mike Tate, *The Jaguar’s Purr*, Delaware Valley Jaguar Club, 3rd “What is a Concours?”, Tracy Levasseur, *Coventry Cat*, Jaguar Association of New England

Protest Committee Report by Knick Curtis - Protest #1 2012, Dick Podoloff, JCSNE

Concours 6/10/12. 1986 Series III XJ6, class D-6. Entrant had 8 points deducted for wrong size tires 215/70 Vr15. Entrant provided owners manual which shows these were the correct size, but the Judges said they didn't comply with the Judging manual which states that 205/70-15 are the correct size, and that it didn't matter, they had to use the manual for proof of size. The Chief Judge was directed to return the points, as an owner's manual for that year and model is an appropriate proof of tire size.

JCRC - Activity Summary: There were no formal requests for concours Judge or judging-related rule changes in 2012 or thus far in 2013. However, the Rule Book was completely revamped to clear up some lingering problems.

Concours Scoring, Archives Yearly Concours Results by Pat Harmon - In 2012 there were a total of 45 Concours d'Elegance events. Problematic Areas: Score Inflation: There is a definite trend of scores getting higher and higher with 2012 showing a record number of perfect scores. Some clubs have a reputation for giving high scores and are thus magnets for entrants looking for regional and national titles. Most of the clubs are failing to submit their Concours reports within the required 21 days after the event. The Archivist then has the extra task to send and track reminders to submit reports.

Rally Committee Report By Brian Blackwell - There were thirteen (13) rallies in 2012, which is a significant increase over 2011. Two of the Florida clubs and the South Carolina club held rallies to help increase that number, and thanks go to them. Nine (9) rallies were scored on www.jcna.com in 2011, all of which were time speed distance events. In 2010, there were a total of fifteen (15) rallies, twelve (12) rallies were held in 2009, and fifteen (15) rallies were held in 2008. There has been one class T2 rally held, and eight additional rallies are scheduled on the 2013 JCNA calendar, as of this writing.

The scoring system was updated earlier this year but still has the issue with respect to the resolution of ties in individual events, and in the JCNA standings, so online standings are inaccurate if there is any tie in an individual event. If two entries have the same exact score in an event, the first one entered into the scoring system gets the higher place in the event standings. Due to the higher likelihood of ties in the JCNA standings, the standings are very likely to be inaccurate as shown

online. These scoring rules for ties are now the same as for Concours, which was hoped to make the programming easier.

Changes to the scoring and awarding of event points and JCNA Rally Championship points in the event of ties was incorporated into the year end standings for 2012.

Slalom Committee Report by Steve Weinstein – The 2012 slalom season went extremely well. Participation in the program continued to increase in 2012 and the number of events being run has grown as well. A number of local clubs have reported that the slalom events are attracting interest outside of the clubs, and they have used them to recruit new members. The Slalom Committee did consider several proposed changes to the rules during 2012 that were rejected by the Committee. In particular, there was a request to split Class B into two classes, one for cars with radial tires, and one for those with bias ply tires. Also, the Committee voted to continue both the “fastest male” and “fastest female” awards, as well as the Rookie of the Year awards. For 2012, the Fastest Male award went to Art Dickenson, and Fastest Female to Carolyn Arnquist. The Committee awarded Rookie of the Year to newcomer Russell Tate, who won first place nationally in his class at his very first event.

Publicity Committee Report by Candy Williams – 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. Clubs seeking publicity for their events or recognition for member achievements and activities should contact Candy at cwilliams@jcna.com.

Jaguar Journal Report by Mike Cook - Beginning with the November-December 2012 issue, a concentrated effort was made to publish the magazine more closely to the schedule stated on the masthead. It was established that Jaguar Journal would be mailed on the 10th of the first cover month or the nearest business day.

Jaguar Cars is placing the normal three pages of advertising without problem. Bret Morey is re-working the Rate Sheet layout with new text and instructions. To accompany it, Mike is writing a pitch letter about Jaguar Journal including a description of JCNA, membership statistics, etc. A second information sheet will have data about the website such as content, number of visits, etc.

The annual rate for a website banner is still \$250, only available to those who also advertise in Jaguar Journal. For advertising inserts in the Jaguar Journal polybag, the cost of insertion and postage would be about \$120 for a single 8 ½ x 11 sheet. Mike suggests a charge of \$300 per issue for the insertion would be a good rate.

Meeting adjourned at 2:45.

Steve Kennedy, JCNA Secretary