

# JCNA MEMBERSHIP COMMITTEE



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Report to JCNA  
Leadership, Delegates  
and Members at the AGM  
March 2018

# JCNA MEMBERSHIP COMMITTEE

## Mission Statement



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The purpose of the Membership Committee (MEMCOM) is to maximize the potential of JCNA and JCNA affiliated clubs to effectively FIND, RECRUIT, and RETAIN members. Our goal is to enable JCNA to offer the best membership experience of any automobile club.

### TO BE EFFECTIVE REQUIRES THE FOLLOWING ACTIONS:

1. Receive requests and input from JCNA Board
2. Provide guidance and direction to the JCNA Board on ways to improve the membership experience.
3. Define problems which have been indicated by the affiliated clubs associated with growing, retaining or administering membership.
- 4.A. Initiate discussion both with the affiliated clubs and the JCNA Board on approaches to maintain and grow interest in the marque as time progresses, not only focused on older vehicles, but the latest models.
- 4.B. Initiate discussion with affiliated clubs and the Executive Committee on changing the trend from an aging membership to a broader demographic membership.

# JCNA Membership Committee

## 2018 Committee Members

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### Northwest Region

- ❖ **Judith Hinamon** - Jaguar Owners Club of Oregon

### North Central

- ❖ **Ken Katch** – Illinois Jaguar Club

### Northeast Region

- ❖ **Ed Avis** - Jaguar Assoc. of New England
- ❖ **Eleanor Morris – Co-Chair** Capital Region Jaguar Club of NY

### Southwest Region

- ❖ **Douglas Dechant (Advisor)**- Jaguar Club of Southern Arizona
- ❖ **Roland Quintero** – Sacramento Jaguar Club
- ❖ **Nedra Rummell – Co-Chair** - San Diego Jaguar Club
- ❖ **Mark Mayuga (Advisor)** Jaguar Owners Club Los Angeles

### South Central Region

- ❖ **Lisa Schafer** - Jaguar Club of Austin

### Southeast Region

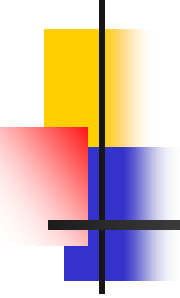
- ❖ **Derek Haynes** - Southwest Florida Club

# JCNA Membership Committee

## Accomplishments in Last Year

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- Created, submitted and received approval for JCNA Membership Committee Mission Statement in accordance with JCNA Corporate Policies.
- Ad-Hoc Committee continued to research regional & non-regional multi-club activities to promote greater involvement, greater partnership between Local Clubs, and to promote more member enjoyment. As a result, Multi-Club Initiative was published in Nov/Dec 2017 Jaguar Journal
- Created, submitted and received approval for the JCNA Membership Ad for the 2017 IJF Brochure
- Created, submitted and received approval for 2018 JCNA 60<sup>th</sup> Anniversary Membership Brochure.
- 2017 Budget submitted and approved
- Continued communications with Regional Management and Local Clubs
- Maintained and distributed JCNA President and Membership Chair Contact Listing
- Continued to create and communicate Best Practice Tools, Samples, and Resources for JCNA website.

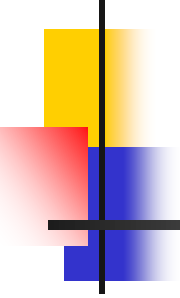


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## Going Forward

### Scope of Work for 2018

- MEMCOM will serve in a supporting role at 2018 IJF to promote JNCA membership
- Oversee creation of a JCNA Member Benefits video
- Create and obtain approval for 2018 MEMCOM Budget
- Create a 1-3-5 Year MEMCOM Strategic Plan
- Maintain and distribute JCNA President and Membership Chair Contact Listing
- Continue to create and communicate Best Practice Tools and Samples & add the resources to the JCNA website
- Continue our Regional Management and Communications Process. Our goal is to establish quarterly communications with all Regional Directors, Local Club Presidents and Membership Chairs
- Consider new ideas for events that include owners of all types of Jaguar cars (classics, new and everything in between)
- Survey other constituents to determine future needs and improve member satisfaction
- Analyze membership trends, JCNA's image, how we are working together, and other matters that can strengthen the organization and improve member satisfaction



# JCNA MEMBERSHIP COMMITTEE

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Questions/Comments

JCNA MEMBERSHIP  
COMMITTEE



Thank You

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## Notes

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