

CR-15 Publicity Committee Report

For 2012 AGM – March 10, 2012

Publicity Committee Report

Candy Williams, Chair

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The 50th anniversary of the E-type played a major role in 2011's publicity efforts. The theme was carried out prominently at our two major JCNA events, the 2011 AGM, hosted in March by the Virginia Jaguar Club in Richmond, Va., and the 2011 Challenge Championship, hosted in July by Jaguar Association of Central Ohio (Columbus) in Dublin, Ohio. Both events were overwhelming successes due to the team efforts by both clubs and assistance by other affiliate clubs. Both major events were covered at length in both the *Jaguar Journal* and *JCNA News Update*, our e-newsletter.

I have established good working relationships with newsletter editors and presidents of several affiliate clubs, who regularly send me news and photos of their club events for publication. Among the clubs that have had a constant presence in my e-mail Inbox – and in the Club News column in the *Journal* as a result of their efforts – are Delaware Valley Jaguar Club, Jaguar Association of New England, Ontario Jaguar Owners Association, Jaguar Aficionados of Greater Buffalo, Carolina Jaguar Club, Jaguar Club of Houston, Central Oklahoma Jaguar Association, Jaguar Club of Southern Arizona and Wisconsin Jaguars Ltd. (Other clubs that would like to share their news and photos with fellow JCNA members should send them to cwilliams@jcna.com).

I have had a good response from JCNA leaders for my ongoing Leader Profile series in the *Journal* series. We kicked off another members' series, "Great Garages!" in the fall. Anyone with a unique garage space is welcome to contact me and participate in the series.

In a continuing effort to promote JCNA's involvement in the E50 celebrations, Bryan Williams and I, as co-chairs of JCNA's 50th anniversary committee, traveled to Silverstone Circuit in Northamptonshire, England, in July, and Monterey, California, in August, to report on and photograph the Silverstone Classic, Pebble Beach Concours d'Elegance and Rolex Monterey Motorsports Reunion at Mazda Raceway Laguna Seca. We had an opportunity to meet with several other JCNA members at the Monterey and Pebble Beach events, and coverage of all these events appeared in *Jaguar Journal* and *News Update* e-newsletter. Tom Krefetz also contributed to the JCNA E50 campaign by producing an apparel line sold through the JCNA Shoppe.

As early as the 2011 AGM in Richmond, I began working with Dennis Eynon and Mark Stephenson to promote the 2012 AGM and Western States Meet in Phoenix, AZ. I will offer assistance as needed to 2012-2013 events and will continue to promote local club activities and JCNA members.

One other project that will need attention this year is an update and revision to our current JCNA Brochure to reflect additional members' services. I will work with JCNA leadership to accomplish this goal.

Candy Williams