

**JAGUAR CLUBS OF NORTH AMERICA**  
2019 Annual General Meeting  
March 23, 2019, Mahwah, New Jersey

**2018 Treasurer's Report**  
Respectfully Submitted by William W. Sihler

**Overview**

There is good news and bad news in JCNA's 2018 Financial Report, which is attached.

The good news is that in 2018 it was not necessary to draw on JCNA's emergency reserves. The emergency reserves are invested with Merrill Lynch in a laddered bond portfolio that held \$215,707 at December 31, 2018. Interest on these investments in 2018 was \$4,534, unfortunately balanced by a market loss of \$3,071. Because of the laddered structure, however, it is unlikely that any of these investments would have to be sold at a loss but would be allowed to mature at par.

JCNA's money market account with BB&T contained \$54,520, down \$3,000 from the prior year because of a transfer in early January 2018 to pay year-end 2017 bills. No further draws from this account were required in 2018.

The bad news is that JCNA reported a net loss in 2018 of \$13,700 versus net income of \$43,200 in 2017. In broad terms, revenues went down by \$32,600 and expenses went up by \$5,000 (with the balance of about \$20,000 coming from an increase in *Jaguar Journal's* net loss.

The reason the loss did not affect the reserve cash positions is that current assets declined by \$14,200 and were expensed as used in 2018 but did not require cash. The asset decrease was primarily the result of using a large trophy inventory that existed in December 2017 and a reduction in accounts receivable. Liabilities remained constant at about \$9,500 at December 31, 2018.

**Income Review**

General revenues held nearly constant at \$158,000. Unfortunately, however, 2018 revenue from club dues continued a slight decline of \$1,800 from the 2017 figure. Special sources' net contribution to operating revenues also declined from the 2017 figure of \$4,800 to a 2018 loss of \$27,900. This change was primarily the result of higher trophy expenses. Again, this cost did not hit the 2018 cash flow because of the large quantity of trophies purchased in 2017 and held in inventory on January 1, 2018. In addition, several special 2017 sales projects had run their course in 2017 and generated little contribution in 2018.

**Expense Review**

JCNA's operating expenses rose by \$5,000 in 2018 despite \$8,000 reductions in professional expenses. The major expense increases were in sponsored events (up \$4,500), office supplies (up \$1,300 primarily because of replacing an elderly, defunct computer), and the 2018 AGM expense and associated travel (up \$5,000). The cost of the Administrative Manager declined but was offset by payments to the Coventry Foundation for archival storage.

## ***Jaguar Journal***

The *Jaguar Journal's* loss increased nearly \$20,000 to a loss of \$47,900 in 2018. General advertising revenue declined almost \$12,000. The profit in the back-issue thumb drive also declined, reflecting the "one shot" but profitable nature of the project. In total, \$15,000 of the *Journal's* loss was the result of declines in revenue.

The remaining loss was created by the \$4,400 increase in expenses. The increase in editorial costs were primarily offset by declines in layout, printing, and mailing expenses. Advertising commission expense rose by \$3,000, although this increase was largely the result of timing between years.

## **Summary**

Overall, despite the strong cash balance at the end of 2018, the size of JCNA's 2018 net loss should be concerning. If the funds JLR has provided JCNA to distribute to support member clubs should decline, JCNA's continuing this support would add a serious cash drain unlikely to be offset by planned special projects.

JLR's hosting of the 2019 AGM will help reduce some of that meeting's cost, and the lack of an 2019 IJF will also reduce JCNA's expenses modestly. With both of these events planned by JCNA member clubs in 2020, JCNA expenses to support these events should increase.

It may be worth noting that a 10 percent increase in dues would potentially gross another \$14,000 in revenue and a 20 percent increase about \$28,000 in more revenue, less any membership decline resulting from the increase.

**Jaguar Clubs of North America Inc**  
**Profit and Loss**  
 January - December

	Total		
	2018	2017	Change
<b>REVENUE</b>			
<b>General Revenue</b>			
Club Dues	\$ 145,724.00	\$ 147,539.50	\$ (1,815.50)
Members at Large	8,508.00	10,178.89	(1,670.89)
Event Registrations	465.00	225.00	240.00
Life Member Income	3,500.00	1,000.00	2,500.00
<b>Total General Revenue</b>	<b>\$ 158,197.00</b>	<b>\$ 158,943.39</b>	<b>\$ (746.39)</b>
<b>Special Revenue (net)</b>			
Hard Regalia Sales	12,972.61	10,822.85	2,149.76 Offering of 60th badge and posters
Regalia Expense	(10,175.47)	(6,013.19)	(4,162.28) In 2018, Triple-C 60th badge and posters \$9,681.70
<b>Regalia Contribution (gross)</b>	<b>\$ 2,797.14</b>	<b>\$ 4,809.66</b>	<b>\$ (2,012.52)</b>
Publications	8,877.06	22,641.70	(13,764.64) In 2017, offering of E-Type Originality Guides
Publications Expense	(4,128.18)	(16,422.74)	12,294.56 In 2017, paid Dalton Watson \$13,700 for E-Type Originality Guides
<b>Publication Contribution (gross)</b>	<b>\$ 4,748.88</b>	<b>\$ 6,218.96</b>	<b>\$ (1,470.08)</b>
Regalia/Publications S & H Collected	2,514.66	5,121.44	(2,606.78) Timing
Regalia Shipping Costs	(4,533.41)	(2,753.47)	(1,779.94) Timing
Publication Shipping Costs	(5,520.93)	(4,309.82)	(1,211.11) Timing
<b>Net Regalia/Publications Shipping</b>	<b>\$ (7,539.68)</b>	<b>\$ (1,941.85)</b>	<b>\$ (5,597.83)</b>
<b>Reglia and Publications Contribution</b>	<b>\$ 6.34</b>	<b>\$ 9,086.77</b>	<b>\$ (9,080.43)</b>
Trophy Sales	13,150.03	14,779.82	(1,629.79)
Trophies Shipping Collected	1,044.16	1,070.00	(25.84)
Trophies Expense	(35,247.20)	(10,921.36)	(24,325.84) In 2018 Nilusa LLC pd \$24,305/2017 paid \$37,615 (adjusted acct for inventory)
Trophies Shipping Costs	(6,866.96)	(9,180.04)	2,313.08 Related shipping costs for Trophies
<b>Net Trophy Contribution</b>	<b>\$ (27,919.97)</b>	<b>\$ (4,251.58)</b>	<b>\$ (23,668.39)</b>
<b>Total Special Revenue</b>	<b>\$ (27,913.63)</b>	<b>\$ 4,835.19</b>	<b>\$ (32,748.82)</b>
<b>Other Income</b>			
Interest Income	4,542.95	3,931.59	611.36
Jaguar Cars Club Sponsorship	25,000.00	25,000.00	-
Tech Line Advertising (no Jaguar Journal)	-	-	-
Miscellaneous Income	275.00	-	275.00
<b>Total Other Income</b>	<b>\$ 29,817.95</b>	<b>\$ 28,931.59</b>	<b>\$ 886.36</b>
<b>Net Revenue</b>	<b>\$ 160,101.32</b>	<b>\$ 192,710.17</b>	<b>\$ (32,608.85)</b>

	<b>Total</b>		
	<b>2018</b>	<b>2017</b>	<b>Change</b>
<b>Operating Expenses</b>			
Accounting Expense	7,812.50	13,922.50	(6,110.00)
Archival Storage	6,500.00	23.00	6,477.00 Pd to Coventry Foundation
Legal	10.80	2,098.98	(2,088.18) In 2017, pd retainer to Showers & Associates
Processing PayPal Fees	881.12	1,368.62	(487.50)
Bank Charges	331.50	533.36	(201.86)
Credit Card Service Charges	1,755.81	2,274.18	(518.37) Matter of how many use credit cards
Sponsored Events	28,035.04	23,567.09	4,467.95
Interest	-	14.70	(14.70)
Insurance	15,039.96	14,688.96	351.00
License & Tax	238.00	213.00	25.00
Postage - Administrative	451.03	607.38	(156.35)
Printing/Copying	-	176.93	(176.93)
Office Supplies	1,679.11	347.25	1,331.86 In 2018, new admin computer purchased
Telephone	719.40	719.40	-
Web Site	6,591.17	6,851.00	(259.83)
Other Administrative Expenses	3,122.31	3,316.32	(194.01)
Dues and Subscriptions	276.66	353.12	(76.46)
Administrative Manager	21,800.00	27,300.00	(5,500.00) In 2017, paid Harold Leggett 5 @ \$2,100/ and George Camp 5 @ \$2,100; 2018 George 2 @ \$2,100 7 @ \$1,601
Awards/Gifts	606.33	777.57	(171.24)
Meetings-AGM	5,054.08	2,036.89	3,017.19 In 2018, Shipping to AGM/The Writer's Bureau hotel and air ticket \$1,199.24
Meetings-Board	-	83.35	(83.35)
Travel Expense	4,077.51	1,837.33	2,240.18
<b>Membership Expenses</b>			
Other Membership Expenses	873.12	836.48	36.64
Membership Card Mailing	1,478.04	1,932.69	(454.65)
Membership Mailing Supplies	1,371.32	1,378.78	(7.46)
Membership Postage	6,384.88	4,780.87	1,604.01
Membership Card Printing	2,528.84	912.82	1,616.02 In 2018, paid \$1,629.80 to MP for 3,350 Membership Cards
Membership Contractor Services	7,718.75	8,899.75	(1,181.00)
Life Membership Expense	595.09	139.80	455.29
Total Membership Expenses	\$ 20,950.04	\$ 18,881.19	\$ 2,068.85
<b>Slalom Timing Equipment Rebate</b>			
Slalom Timing Equipment Rebate	332.50	-	332.50
Tool Loan Program	(1,148.00)	(1,699.00)	551.00 Timing
Tool Loan Shipping	764.52	594.29	170.23
Total Tool Loan Program	\$ (383.48)	\$ (1,104.71)	\$ 721.23
<b>Total Operating Expenses</b>	<b>\$ 125,881.39</b>	<b>\$ 120,887.41</b>	<b>\$ 4,993.98</b>

**Jaguar Journal Profit and Loss Statement****Revenue**

	<b>Total</b>		
	<b>2018</b>	<b>2017</b>	<b>Change</b>
Advertising	\$ 52,376.00	\$ 64,258.50	\$ (11,882.50)
Jaguar Cars	27,000.00	27,000.00	-
Tech Line Advertising	1,500.00	1,500.00	-
Web Advertising	2,438.00	2,438.00	-
Holiday Gift Guides	4,075.56	4,288.26	(212.70)
JOA Anniversary Badges		300.00	(300.00)
Jaguar Journal Copies	6,224.00	6,156.00	68.00
JJ Thumb Drive Archive	99.00	2,833.25	(2,734.25)
Archive Sales Shipping	7.99	82.99	(75.00)
<b>Total Thumb Drive Archive</b>	<b>\$ 106.99</b>	<b>\$ 2,916.24</b>	<b>\$ (2,809.25)</b>
Subscriptions	55.00	50.00	5.00
<b>Total Jaguar Journal Revenue</b>	<b>\$ 93,775.55</b>	<b>\$ 108,907.00</b>	<b>\$ (15,131.45)</b>
<b>Expenses</b>			
JJ Bank Charges	-	109.64	(109.64)
JJ Miscellaneous Expense	2,081.44	332.61	1,748.83
JJ Editor Expense	33,825.00	28,425.00	5,400.00 In 2018, 4 editorial costs versus 3 in 2017
JJ Associate Editor	4,630.00	4,530.00	100.00
JJ Commission Expense	8,895.38	5,711.02	3,184.36 Timing
JJ Mailing	33,317.57	36,071.62	(2,754.05)
JJ Printing/Layout	54,260.71	56,646.32	(2,385.61)
JJ Design Fee	-	240.00	(240.00)
Publisher's Liability Insurance	1,996.00	1,996.00	0.00
JJ Accounting Expense	2,700.00	3,225.00	(525.00)
<b>Total Jaguar Journal Expenses</b>	<b>\$ 141,706.10</b>	<b>\$ 137,287.21</b>	<b>\$ 4,418.89</b>
<b>Jaguar Journal Net Income(Loss)</b>	<b>\$ (47,930.55)</b>	<b>\$ (28,380.21)</b>	<b>\$ (19,550.34)</b>
<b>Jaguar Clubs of North America Inc Net Income(Loss)</b>	<b>\$ (13,710.62)</b>	<b>\$ 43,442.55</b>	<b>\$ (57,153.17)</b>

**NOTES:**

1) All reports are produced on the accrual basis of accounting not cash basis of accounting.

(Accrual - recognizing revenue when invoiced and expenses when entered as an accounts payable).

**Jaguar Clubs of North America Inc**  
**Balance Sheet**  
As of December 31,

	Total			
	2018	2017	Change	
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Bank Accounts</b>				
101-5 PayPal	533.16	1,317.97	-784.81	
101-6 BB&T Checking (3938)	9,099.79	10,331.11	-1,231.32	
101-7 BB&T Checking (3954)	7,561.64	3,276.48	4,285.16	
101-8 BB&T Money Savings (3970)	54,520.72	57,511.87	-2,991.15	
103-6 Merrill Lynch-American Expr Centuri (08/01/18)	0.00	19,000.00	-19,000.00	
103-7 Merrill Lynch-Goldman Sachs BK (01/28/20)	23,000.00	23,000.00	0.00	
103-9 Merrill Lynch-CIT Bank (05/08/18)	0.00	25,000.00	-25,000.00	
104-0 Cash in Brokerage Account	2,622.94	1,088.84	1,534.10	
104-2 Merrill Lynch-Synchrony BK (08/22/19)	21,000.00	21,000.00	0.00	
104-5 Merrill Lynch-Synchrony BK (05/02/19)	22,000.00	22,000.00	0.00	
104-6 Merrill Lynch-American Expr Centuri (04/30/20)	23,000.00	23,000.00	0.00	
104-9 Merrill Lynch-Goldman Sachs BK (01/06/21)	32,000.00	32,000.00	0.00	
105-1 Merrill Lynch-Goldman Sachs BK (05/04/21)	8,000.00	8,000.00	0.00	
105-2 Merrill Lynch-DN JP Morgan Chase BK NA (04/29/22)	8,000.00	8,000.00	0.00	
105-3 DN HSBC Bank NA (09/26/24)	20,000.00	20,000.00	0.00	
105-4 CD Capital One BK (05/03/22)	2,000.00	2,000.00	0.00	
105-5 CD Synchrony BK (10/20/22)	10,000.00	10,000.00	0.00	
105-6 CD Synchrony BK (05/11/23)	27,000.00	0.00	27,000.00	
105-7 CD Capital Bank (08/15/22)	20,000.00	0.00	20,000.00	
<b>Total Bank Accounts</b>	<b>\$ 290,338.25</b>	<b>\$ 286,526.27</b>	<b>\$ 3,811.98</b>	
<b>Accounts Receivable</b>				
200-1 Accounts Receivables	29,722.92	37,295.76	-7,572.84	
<b>Total Accounts Receivable</b>	<b>\$ 29,722.92</b>	<b>\$ 37,295.76</b>	<b>-\$ 7,572.84</b>	
<b>Other Current Assets</b>				
208-0 Undeposited Funds	0.00	0.00	0.00	
250-0 Prepaid Advertising	0.00	0.00	0.00	
301-0 Inventory - Regalia/Publications	2,500.00	3,135.20	-635.20	Adjusted
302-0 Inventory - Trophies	16,460.00	26,128.00	-9,668.00	at
250-0 Prepaid Expenses	0.00	0.00	0.00	Year-End
<b>Total Other Current Assets</b>	<b>\$ 18,960.00</b>	<b>\$ 29,263.20</b>	<b>-\$ 10,303.20</b>	
<b>Total Current Assets</b>	<b>\$ 339,021.17</b>	<b>\$ 353,085.23</b>	<b>-\$ 14,064.06</b>	
<b>Other Assets</b>				
400-0 Prepaid Insurance	7,378.86	7,514.82	-135.96	
400-1 Prepaid Insurance-JJ	1,996.00	1,996.00	0.00	
<b>Total Other Assets</b>	<b>\$ 9,374.86</b>	<b>\$ 9,510.82</b>	<b>-\$ 135.96</b>	
<b>TOTAL ASSETS</b>	<b>\$ 348,396.03</b>	<b>\$ 362,596.05</b>	<b>-\$ 14,200.02</b>	
<b>LIABILITIES AND EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
500-1 Accts Payable	6,990.13	5,047.05	1,943.08	
<b>Total Accounts Payable</b>	<b>\$ 6,990.13</b>	<b>\$ 5,047.05</b>	<b>\$ 1,943.08</b>	
<b>Credit Cards</b>				
507-1 BB&T Credit Card	2,534.36	5,025.47	-2,491.11	
<b>Total Credit Cards</b>	<b>\$ 2,534.36</b>	<b>\$ 5,025.47</b>	<b>-\$ 2,491.11</b>	
<b>Other Current Liabilities</b>				
509-0 Due to Affiliate Clubs	0.00	-72.60	72.60	
<b>Total Other Current Liabilities</b>	<b>\$ 0.00</b>	<b>-\$ 72.60</b>	<b>\$ 72.60</b>	
<b>Total Current Liabilities</b>	<b>\$ 9,524.49</b>	<b>\$ 9,999.92</b>	<b>-\$ 475.43</b>	
<b>Total Liabilities</b>	<b>\$ 9,524.49</b>	<b>\$ 9,999.92</b>	<b>-\$ 475.43</b>	
<b>Equity</b>				
600-00 Net Assets -Unrestricted	259,193.10	259,193.10	0.00	
699-9 Retained Earnings	93,403.03	49,960.48	43,442.55	
Net Income	-13,724.59	43,442.55	-57,167.14	
<b>Total Equity</b>	<b>\$ 338,871.54</b>	<b>\$ 352,596.13</b>	<b>-\$ 13,724.59</b>	
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 348,396.03</b>	<b>\$ 362,596.05</b>	<b>-\$ 14,200.02</b>	

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