



## **JCNA MEMBERSHIP COMMITTEE REPORT TO JCNA LEADERSHIP, DELEGATES AND MEMBERS AT AGM MARCH 2019**

The Membership Committee's goal is to maximize the potential of JCNA and JCNA affiliated clubs to effectively find, recruit, and retain members.

As of January 1, 2019, I assumed leadership of the Membership Committee (MEMCOM) as Chairman. My first goal was to recruit volunteers to serve on MEMCOM, with the following requirements:

- MEMCOM members who are proactive, vocal, good follow-thru, creative, active in their clubs, have held positions on their BOD or functioned as event chairman, follow the guidelines and Bylaws of JCNA
- I am looking for members who do what they say and take ownership of their ideas with follow-thru and measurable results
- Members who think on their feet, give positive and constructive suggestions, who want to win
- Members who are willing to roll up their sleeves and work for success and growth!
- Volunteers were asked to submit their ideas and club participation history

### **MEMCOM 2019 GOALS**

This committee will have members who want to make a difference, have positive ideas, responsible follow through, and support JCNA and local club's member growth! My goals for this committee are:

- To listen to the local club and Regional Directors regarding their membership challenges
- To establish new guidelines and themes for recruitment and retention of current, returning old and new members
- To assist all clubs in promoting themselves, their Special events, Annual Events, etc.
- To demonstrate to JLR dealers that JCNA Membership is an ADDED VALUE to a new car purchaser and the benefits of JCNA membership
- To help in securing committee sponsorship for events and club newsletters at the local and national level and to manage our budget for promotional use only
- To assist in Regional and National event planning, promotion, and support
- To establish active dialogue between MEMCOM, JCNA BOD, JLR, and local dealers
- To create incentive programs that encourage member recruitment and retention
- Have committee meetings that address specific issues identified by Regional Clubs with recommendations distributed to RD's and Club Membership Chairman's

The following members agreed with these ideas and enjoy challenges and you want to make a difference to the success of Jaguar Club members and JCNA

## **2019 JCNA Membership Committee**

### **South West Region**

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### **South West Region**

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### **North Central Region**

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Illinois Jaguar Club

### **My Vision going forward:**

My career has been about innovation and leadership, effective communications through personal contact, specific written articles that address issues and offering solutions, fresh marketing ideas, and most importantly growth in club participation and expanding better relations with neighbor clubs within the JCNA family.

I am not one for “same old thing or business as usual”, the profile of the new Jaguar owner is changing, this is their first Jaguar, they are younger, affluent, educated and for the most part, they are interested in driving their Jaguars and enjoying the social interaction that comes with well-planned events and like-minded owners.

We need to adjust our vision and ideas to encourage their continued participation in local clubs and events. I am a big believer in participation by committee members, no idea is too big or small, everyone’s comment is important, but, at the end of the day, a decision must be made, and action taken. This is the basis of my action plan as Chairman of the Membership Committee, leadership with input, fresh ideas, action, and successful execution.

We are a resource in the capacity of advisors to help JCNA be successful. My goal is to grow the JCNA and JLR family into the future.

Mark Mayuga  
Membership Committee Chairman