

**JCNA 2020 Virtual AGM
President's Perspective.**

2020 is the start of a new decade and has certainly brought both old and new challenges for JCNA and our partners, JLR and Coventry Foundation. Our membership and member's car ownership are evolving with some of our more senior members, retiring from competing while many newer members with more recent models are focused on enjoying the driving experience. Whether a long-time member or a newer member, Jaguar owners enjoy talking about their passion, Jaguar Cars, and socializing with other JCNA members so, as JCNA evolves we need to take these changes in membership into account but not abandon all that has made JCNA great.

Unfortunately, the arrival of COVID-19 has suspended many JCNA activities including the March 2020 AGM in Las Vegas and now our face to face "rescheduled" meeting in Columbia, SC. The video conference in place of the March General Session was well received although some attendees experienced difficulties. We will once again hold a video call and conduct as much vital JCNA business as we are able in this new format.

The pandemic, apart from causing sickness and robbing people of their livelihood and sometimes lives, has also impacted local clubs and JCNA by halting or severely slowing events and as a result membership renewal. The reduced membership, loss of our primary sponsor support and increased expenses have accelerated JCNA's negative cash flow. JCNA has implemented several actions to reduce expenses and these actions and financial projections will be shared at this meeting.

We have focused this virtual AGM on the most important topics and provided other reports online for your review. At this meeting AGM there will be discussion about Membership and how to attract more members into the clubs and to club events. There is no one-size-fits-all solution here and different initiatives may be needed in different clubs and regions. Please share your ideas and experiences with the Mark Mayuga and Membership Committee.

In 2020 there are no changes to the Regional Directorships, and I recognize and thank these volunteers for the extra time and effort that they contribute to JCNA and to their Region. We do however need some new volunteers for the 2021-2022 year so if you are interested in representing your region on the Board please let the Nominations committee know.

JCNA has retooled the JCNA Website to improve security, maintainability and we have temporarily halted further development due to the financial situation. We are however designing tools to improve membership and competition management. JCNA is also looking to increase the presence on Social Media as a communication channel to join the Jaguar Journal and our Website.

The competition rules continue to evolve to address gaps in the current rulebooks and to refine the process for setting up competitive events which are after all, one of the cornerstones of JCNA Life.

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Part of the AGM is an opportunity to look back at 2019 and recognize the hard work and passion shown by the North America competition winners. We also recognize the significant contributors to JCNA's progress and the great creative work of Club Newsletters and articles with the Special Awards Program. Unfortunately, the virtual meetings preclude an Awards Banquet to congratulate the awardees and we will have to distribute these well-earned awards by UPS.

JCNA and the JCNA clubs continue to be targeted by fraudsters and tricksters and while there will not be formal presentation, you are reminded to treat emails and phone calls from unknown persons with caution and keep your guard up.

The AGM will be, as with all AGM's, a forum for information and opinion sharing and sometimes some robust discussions. Looking forward to a great virtual meeting with you all.

Les Hamilton
JCNA President 2019-2020