

# CR-1A President's Perspective for the 2025 Annual General Meeting

I want to welcome everyone in attendance to our annual General Meeting in Valley Forge, Pennsylvania. I am personally thrilled with the agenda and preparations that our host club, the Delaware Valley Jaguar Club has developed for us.

The Jaguar Clubs of North America, as we know it today traces its roots back to 1954 with the formation of the Jaguar Owners Association. In 1958 Jaguar Cars joined forces with the Jaguar Owners Association which resulted in the formation of Jaguar Clubs of North America, of which our organization exists today. As such, JCNA traces its roots of origin back more than 70 years

As of our meeting today, JCNA enjoys an impressive membership of more than 5,000 individuals and couples, both in North America and also globally, that have one significant common passion which is the enjoyment, restoration and preservation of both the SS and Jaguar Marques. For a car club such as JCNA to both achieve and also maintain this impressive number of members there are several elements that must be taken into consideration:

First is to acknowledge the hard work and dedication of those members and leaders of JCNA that have come before us. There are too many persons, both men and women, to list here. Needless to say, there have been many people that have played a significant impact in what JCNA is today.

We must also acknowledge special relationships that are in place today, specifically relating to the Coventry Foundation, which is an independent, and important business partner with JCNA. It is important to note that JCNA is clearly a *social club* that supports the interests of Jaguar and SS enthusiasts, whereas the Coventry Foundation is a *Charitable Organization* with the goal of serving the Jaguar Heritage and preserving the marque for future generations. While it is important to understand that JCNA and the Coventry Foundation are completely separate businesses with different business models, both organizations rely on the close relationship with each other that join together in the collaborative support of common goals.

JCNA must also look to the future and make strategic decisions to ensure the sustainability of this organization. The gathering of JCNA members, Regional Directors and the senior leadership of JCNA at this Annual General Meeting will provide valuable input to ensure that JCNA will be enjoyed by future owners and admirers of SS & Jaguar vehicles for many years to come.

***J. J. Keig***

President, JCNA