



# Jaguar Clubs of North America

## Special Awards Committee Report

### Committee Members:

NC	Bob Matejek	Chair		
NC	Johnine Bailey		SW	Les Hamilton
NC	Louise Diamond		SW	Mary Snyder
NW	Jennifer Orum		SW/NW	Paul Petach

### Purpose:

To establish a policy on criteria for accepting nominations for Special Awards, judging criteria, scoring and notification of Special Awards:

- |   |                             |
|---|-----------------------------|
| 1. Andrew Whyte Service Award                             | <b>9. Newsletter Awards</b> |
| 2. Fred Horner Sportsmanship Award                        | Heritage Articles           |
| 3. Dealer of the Year Award                               | Event Articles              |
| 4. Karen Miller (Editor) Award                            | Technical Articles          |
| 5. Top Website Award (update for 2022)                    | Travel Articles             |
| 6. Mike Cook President’s Award                            | Jaguar Life Articles        |
| 7. Jaguar Dealer Support Award – NEW, still unused        | Photos                      |
| 8. Rally Enthusiast Award – NEW, finally awarded for 2021 | Jaguar Journal Submission   |

### Activities:

#### Top Website Award – New Expectations for 2022

Websites have been improving in general every year.

Website tools are much easier to use. Webmasters are getting more proficient and experienced.

Customers/members should and are expecting more in this age of electronic media.

Clubs can also use all the help they can get to help them organize events and encourage membership

Beginning with the 2022 Website candidates we will have higher expectations and judging criteria.

1. To help encourage membership, we would like to see the list of 20 or so Benefits of a JCNA Membership shown on every Club Website, maybe near the application to join the Club.
2. We would like to see the ability to electronically sign up for an upcoming event right from the website.
3. We would like to see the ability to pay dues and any activity costs right from the website.

You don’t have to have these features, but is someone else does, that have some points over you.

Some Clubs have already implemented these features and found it helps grow membership and encourage participation by allowing people to act upon their thoughts immediately. Our new judging worksheet will be available on the JCNA Website shortly.

**Jaguar Dealer Support Award – still unused**

We wanted to do something to show how the JCNA Clubs support their Local Dealerships. We developed the Jaguar dealership Support Award and the details of that award were distributed to all the Club Presidents in October. We got several comments back that it is a great idea and it should have done before. Unfortunately, by the end of the year, there were no submissions for that award.

**Process**

Right after the first of the year, after receiving all the candidates for the awards, we evaluated all of them and feel very comfortable that the best candidates were selected. They will all be presented tonight during the banquet. Those who received some of the higher awards who may not have been present at the AGM were told of their award so that they could possibly be present to accept it. Those who are attending the AGM could be quite surprised tonight at the AGM banquet.

**Observations:**

Since we started judging Club websites in 2011, the quantity and quality of Club Websites has greatly improved. This is a good recruiting tool for new members and keeping current members informed. Newsletters and Editors also have been improving over the years. We do not differentiate between printed and electronic newsletters. We also don't differentiate between color and B&W newsletters, although it has been several years since we have seen a B&W newsletter.

**Future Tasks:**

We would like to get into judging the Club Facebook sites and maybe expand into other social media as well later. Our problem is that none of the seven of us on the committee are real users of Facebook or other systems.

We are always looking for new members to join our little group. We meet periodically during the year and weekly in January. We are organized and efficient and are completing all judging by the end of January. Our 12/21 submission deadline has a real purpose. Our meetings are WebEx interactive computer / conference calls. We really do have a lot of fun while getting through all our tasks. We welcome people with or without a publication background. Should you be a candidate for one of the awards, we do work around it so that you are not voting for yourself.

There are Newsletter Editors from some Clubs that I would like to join our group, but they really seem to have their hands full with a very involved publication at home. Someday, I'll ask anyways.