

# CR-1A      **President's Perspective**

**President, Mark Mayuga**



Ladies and Gentlemen, welcome to the JAGUAR CLUBS OF NORTH AMERICA Annual General Meeting. For those who are old hands at this, welcome back! And for those new delegates, welcome to our business meeting. Our purpose here is to identify timely issues, consider solutions, and plan for growth. JCNA has a 70-year track record of representing and maintaining the Jaguar Marque in North America. Our events, including Concours, Rally, and Slalom have been the core of our enthusiast members. Through the decades these events have been the basis for competition, friendship, tall tales, and lasting camaraderie.

Today, the decades have brought us new members with different perspectives. JAGUAR CARS INC. has now become JAGUAR LAND ROVER and patronizes a different direction. In our day the E-Type was the dream of legends. Today, our new members are driving XK8, XK, F-Types, F-Pace, and XJ and XF sedans to our events. These modern Jaguars still carry the DNA of Jaguars of the past, but with more reliability and performance. These new members are technology savvy, use social media, socialize on their phones, and enjoy social events. They appear to be less competitive and more wanting to have fun! They like touring, weekend events out of town, Show 'n Shine car shows, and brunches. I believe all of these are events that can be woven into a club's yearly event schedule.

JCNA is in a transition period of members aging out and new members coming in. This is that time between dawn and daylight when the potential of success is there, it simply must be embraced and developed. The next generation of JCNA members are joining our organization, but they have a different perspective on Jaguars and what the automobile represents. It is a social conveyance, a vehicle to enjoy in a social environment, fun and frolic, meeting new friends, less competitiveness, and more sharing experiences. A new fresh perspective indeed may be in our dawn.

I have been a member of this organization since 1969. Have participated in every type of event, have been president of my club so many times, and I have experienced so many wonderful events and members. But as time goes by, change is inevitable and I truly believe we are at that moment in our history. We need to embrace our new dawn and enhance what we have and expand in new directions to welcome new members. Let's hear from all those present, everyone's ideas and comments have value and should be considered.

Mark Mayuga

2025 JCNA President