

The JAG Board of Directors has come to the conclusion that an increase in the annual dues is appropriate.

THE INCREASING JAGAZETTE COST IS EATING US ALIVE.

- The cost of printing the Jagazette has doubled in the past few years and is now about \$550 per month. There are very few places that do “newspaper printing”. “Newspaper printing” results in a high cost to set up the presses but a very low cost per paper printed. Flat bed presses, used for printing by most car clubs, have minimal set-up cost, but the unit cost is about \$0.70 per copy. With newspaper printing, once you pay for the set-up each additional paper printed cost you only a few cents and the minimum run is several thousand. The extra papers that we distribute to dealers, repair shops, parts suppliers, restoration shops and all the car shows, etc. are our main source for new memberships. With this and the web site we are the biggest club in JCNA and the others are always fretting about how tough it is to get new members. Also these extra copies distributed make it possible for us to charge about double what other car clubs get for advertising. When possible we have reduced the number of pages in the Jagazette and in the winter we have combined months in an effort to reduce cost.

- The Jagazette layout, (that is, taking the articles and pictures and advertisements and arranging it all into a readable newspaper) used to be done on a volunteer basis at no cost to the club. Now we have it done by a professional, who is very fast and does a fantastic job, but the cost is around \$400 per month.
- The cost of postage just continues to climb. The cost of 1st class mailings is \$200+. We used to mail the bundles of Jagazettes as “media mail” at a very low postage cost. However the U.S. Post Office has determined that our Jagazettes are not “permanently bound” and they DO contain advertising which knocks them out of the status of media mail, so now we have to mail them as standard parcel post. The monthly cost per mailing of these bundles is now \$200+. To save money we now make these mailing just every other month.
- The advertising income has varied and is usually in the \$5000 to \$7000 range for the year. We are working on trying to increase this figure, but not much success to date.

Of your \$55 annual dues, \$25 goes to JCNA, and another \$7+ goes for postage of your Jagazette and another \$8+ goes for the roster and mailing it to you, so there is only about \$15 to help pay for the club activities and the Jagazette for the rest of the year.

The net result when you stack all of our finances together is that the club is in a deficit spending mode that will wipe out our present reserves, (approximate \$15,000) completely in another three years.

**IN VIEW OF THE FOREGOING
THE JAG BOARD OF DIRECTORS
RECOMMENDS A \$10 PER YEAR
INCREASE IN DUES - FROM \$55 TO
\$65 PER YEAR.**

Have Your Jaguar Serviced And Repaired
By Certified Factory Trained Jaguar Technicians
Enjoy Dealership Service Without The Price



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