



THE Cat Fancier

Official Newsletter of the Jaguar Owners Club of Oregon



Affiliate Member

A Visit to the Air National Guard!





First and foremost, (and also speaking on behalf of the Board and Officers of JOCO) Clara and I would like to extend to each and every member of the Jaguar Owner's Club of Oregon -



and their loved ones - our very best wishes to you for the happiest and most prosperous New Year in 2025.

This will be the second year I will spend at the helm of JOCO, and there is a slim chance I will have a handle on this job before the year is out. The good news (thus far) is that the ship had only one serious navigational error last year. That situation pointed out that some things needed to change for 2025 and those efforts are under way.

JOCO's Annual General Meeting (AGM) is January's featured event, and I hope that you can take the time to attend the recap of the past year, and a look into what is on the horizon for 2025. Your board and officers have worked harmoniously and diligently throughout 2024 to create interesting/fun/educational activities that would appeal to all members of the club on one or more levels. 2025 is shaping up to be just as much - if not more - fun and interesting.

During the majority of last year's events, we were able to experience moderate-to- superb weather conditions for nearly all event days. It is true that some days the weather was touch-and-go at the beginning, or a rapid transit home at the conclusion of the day would all but insure a dry car would be put back

Board of Directors

Terms Expire January 20xx

Bill Relya	West Linn
Rex Schneider	Forest Grove
Matt Nowak	Sandy

Terms Expire January 20xx

Tim Ashcroft	Portland
Mandy Ashcroft	Portland
Wynne Wakkila	Tigard

Terms Expire January 20xx

Ashley McKay	Portland
Curt McKay	Portland
Mike Scott	West Linn

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ABFM Liaison:	Gene Owens, Hillsboro
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Newsletter Editor:	Glen Enright, Hillsboro / Alt: Carl Foleen, Portland
Webmaster:	Tomas Bromander, Portland



Find us at: www.joco.org

JOCO Board Meetings are held the second Thursday of every month unless otherwise noted (please consult the JOCO website for the most current updates). JOCO events are in Bold face type on the Club Calendar, other Jaguar club and local events of interest are in regular type.

YOU are welcome and encouraged to submit ideas/comments to the JOCO board. The editor is actively seeking articles / photos. Send submissions by e-mail

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Find us on the Internet: www.joco.org.



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into the garage, with little more than a quick wipe-down to remove the dust and fingerprints that had accumulated during the day. It is my hope that we will experience even more participation for our events in 2025.

I will also take this opportunity to ask each member to do two things in 2025:

(1) Participate in as many events as possible. Why own a superb road car and then not give it some exercise, especially on a club event?

(2) Please submit your idea(s) for events that you would like to see in the future, whether it is a driving tour, a museum visit, or (for example) a just-for-fun "show and shine" event for a group of people that can't go out too often "just to bring a smile" to a special group.

You will also learn (both on these pages and at the AGM) that the 2025 ABFM (All British Field Meet) will be a special one for JOCO. Ours is the co-featured marque at this year's event. Which, in turn, means that - since we will be "front and center" - there is will be a lot of work to accomplish starting now and continuing until the tents are struck and the 2025 ABFM passes into the history books. [*That means going from present tents to past tents...sorry, I couldn't resist.*]

Please consider blocking time on your calendar from May to September to help make this the best ABFM yet. (As "they" say, this year is our time to shine.) Here are a few areas where volunteers will be gratefully welcomed: Concourse judges; set-up and tear-down of the JOCO display area as well as tables and chairs in the main tent; help in JOCO's regalia tent, including bringing regalia to and from PIR; serving food at "Noggin and Natter;" specific cars may be recruited for display at "Town Center;" and so on. This really is an "all hands event," since we definitely want to "put our best tyre forward."

See you at the AGM! £

Happy New Year!
Carl

KICK OFF THE NEW YEAR: COME TO THE AGM



This year's AGM is to be held on Saturday, January 18, 2025 at the Langdon Farms golf course just south of Wilsonville (more or less in the Charbonneau District). This location was selected in the hope that JOCO members that live south of the Portland metro area will attend

specifically because they will not have to deal with the "slog" of going into or around Portland (or outlying communities) to get to the event. As always, it's a good way for members to stay in touch with what's happening at JOCO. £ (Photos from JOCO's archives of past events - ed.)

Rob Enderle Tells All:

Read it Here

How Jaguar Screwed Up its Brand and What it Should Have, but Didn't, Launch

It amazes me how much marketing departments have forgotten how to do brand management. My first degree was in merchandising (basically brand management and advertising), and then had marketing minors for my next two degrees. My first directorship was in marketing, my first analyst job was at IBM in market research, and I was in brand management by the time I left IBM, so I have a bit of brand management knowledge and experience.

When you have a problem like Jaguar has now, which is an aging customer base, you look to see if anyone else has had that problem and then look at how they handled it. Even though Proctor & Gamble is the typical example of a company that does brand management best, the best and most successful example would be Apple which realized it had a similar problem around 10 or 12 years ago when Samsung started to damage Apple's image by advertising that Apple's users were really old and not trendy. Apple stepped up, and over time it has shifted its image and customer base to exactly where Jaguar wanted to go. So, Apple would have been an ideal company to emulate, but Jaguar did not do that. Instead, it tried a hard pivot with an ad that has become the joke of the Internet and a car that looks more like something from the failed British company Jensen (e.g. Jensen Interceptor) than from Jaguar.

Jaguar's Own History Showed the Better Path

Jaguar started as a motorcycle sidecar vendor (basically an accessory that turned a motorcycle into a sports car), then came out with the SS, a true sports car. Over the years, the most powerful products in terms of drawing people to the brand were the SS, the XK120, the C-Type, the E-Type, the XK180, and the F-Type. I bring up the XK180 because that should have been the basis for the XK8 and XKR. It was a far more attractive car, and it better captured that Jaguar energy than the XK8 or R, but the bean counters got involved and wanted an unusable back seat to get a tax break, and an oversized trunk because someone in the

decision tree liked to play golf and created a GT with a huge backside rather than the sports car Jaguar needed.

Tesla also started with a sports car. It was basically a rebadged electric Lotus Elise that captured the imagination, and then Tesla built the Tesla S. This sports car path has worked over and over again, particularly when you are talking about a younger audience that likely isn't married or has kids because a sports car is more likely to attract them to the brand than a very expensive GT. It is as if Jaguar management said, "look at the XK8 and XKR that Ford hosed up, and let's see if we can do worse, because we don't even want our cars to look like Jaguars anymore."

It has to be one of the stupidest things I've ever seen someone do to a brand.



Looking at the EV Market

In the EV market right now, two cars are capturing much of the excitement: the Hyundai IONIQ 5 N and the MG Cyberster. The IONIQ 5 N is a fast hatch with impressive performance, a \$70K price point, decent fake engine sounds, and an emulated gear shift capability which has reviewers raving about the driving experience. The MG Cyberster is a convertible

Brand cont'd from pg 5

sports car with Lambo doors (as in Lamborghini), that seems to draw a crowd wherever it goes and has made the MG brand interesting again.

Wrapping Up

What Jaguar Should Have Done.

So, looking at that and Jaguar's history, what it should have done is update the XK180's appearance, made it electric and turned it into the halo product. Halo products are designed to draw people into dealerships and drive media coverage for the brand.

You'd immediately pivot to cars or SUV's that could

address a broader audience, but what works when revitalizing or even creating a car brand over and over again are sports cars, particularly when dealing with a brand that is known to have them.

I asked AI to create a picture of an XK180 updated as an EV using modern concepts. (*That's the image on page 6 - ed.*) Whether I'd buy that car is questionable, but whether I'd want to see or drive it is not. This is what I think Jaguar should have brought to market to initially carry the brand rather than the Type 00. Oh, and that initial ad, with weird people and no car was absolute c**p well, let's just say it wasn't good! £

Notice of Dues Increase for 2025

There have been two recent dues increases from JCNA to all member clubs in North America. At the time of the first increase, the JOCO board discussed the situation and decided that since the year was underway and members had already paid their dues, the club would subsidize the increase (which was done). Last month (October), JCNA once again notified all affiliated clubs that there would be a second increase, bringing the total increase to \$10.00 per membership. The board has made the appropriate adjustment to JOCO's annual dues. (It should be noted that even with this increase, JOCO is still has one of the least expensive annual dues among all "exotic marque" car clubs in our area.) This was not an easy decision for the board to make, but a necessary one none the less. In addition, owing to increasing costs across the board, JOCO's regalia has had to increase pricing on a few items and add a "flat fee" shipping and handling charge. £

Hear De!



Hear De!

The next scheduled meeting of your JOCO Board will be held at 6:30 PM on Thursday, February 13, 2024 at Sue Kornahrens, 8835 S W Bomar Ct., Portland, Oregon 97223. The Board's agenda will include: 1) Review of previous meeting's minutes; 2) Treasurer's Update; 3) ABFM Update; 4) Membership Update; 5) Historian's Update; 6) Webmaster's update; 7) Events / Calendar Update; 8) Old Business (this is not related to age discrimination); 9) New Business. Followed by any further discussion prior to the meeting's adjournment. £

EVENT REVIEW

Words by Tim Ashcroft Contributing Photographers: Mandy Ashcroft, Dave Schwartz

JOCO's Christmas Party

Another year around the Sun and we arrive at this year's Annual Holiday party, although it does really seem like yesterday that we were at Portland City Grill. This year's event was held at the beautiful McCormick and Schmicks restaurant in Bridgeport Village. If you have not been, the facility itself is beautiful with the vaulted ceiling with the stained glass all built by local artisans and reflects upon local Oregon landmarks. Even the huge wooden bar is a sight to see, although we had a private room in the back of the restaurant.



We had a full house and it was wonderful to see how many people dressed up for this wonderful holiday tradition and we even had three in kilts with the full regalia this year! Although we had some cancellations, that meant that we were able to accommodate everyone on the wait-list! So, if you do see something is full, put your name on the wait-list!

Our room was a little small but that added to

the cozy, family feeling, I always have when it comes to this JOCO group. The evening started with a glass of hosted wine and lots of connecting and reconnecting of members. So fun to see so many familiar faces.



We sat for dinner as we watched a never-ending slide show of all this year's events, up to and including the recent go-karting experience! Many looked at the slide show, put together by our esteemed President, Carl Foleen (with the help of his brother, Chris - ed.), who unfortunately could not attend due to recent surgery. Looking at the slide show, it was really special to see so many different events, great people and of course great cars at all the many events in 2024. Make sure you sign up for as many events as you can in 2025, starting with our fabulous AGM on January 18th!

Our MC for the evening, former Club President Rex Schnider, handsomely dressed in his kilt, who proceeded to welcome all

members and then explain how to use Christmas Crackers or Christmas Poppers. Following was the familiar pop of Christmas Crackers, although muted from the normal louder pops! Then members adorned their Gold Crowns and shared the terrible "Dad-Jokes" and toy, that accompany this British tradition. Our MC called some raffle prizes and 3



winner received beautiful Christmas tree ornaments, carved from wood and donated and crafted by a previous JOCO President, Rick Martin! Also, each attendee was given a



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Christmas cont'd from pg. 7



stemless wine glass with our JOCO logo etched into the glass! Salad or soups arrived and the service from M&S was first class - my salad was almost a meal in itself!

The volume of conversation was very high as the merriment of the evening, the camaraderie and perhaps the wine contributed to this warm and wonderful evening. Main courses arrived and the quality of the food from the delicious steaks that were superbly cooked, as well as fish, chicken and vegetarian options was excellent. All served almost simultaneously for this large group, cooked to order, hot and again, a

testament to this quality establishment.

Our MC took to the stage and had everyone involved in a holiday themed game connecting groups of 4 members. This loud interactive game brought us all together, resulting in a tie of two teams that we all had to breakdown the results for the final winners. They were greeted with a gift of a bottle of wine and bragging rights!

Two deserts were offered and although delicious, many wanted a box, as the meal had already taken its toll! Members left full and fulfilled, with so many expounding on the great food and location. We had many great singular and group photos, plus so many hugs and kisses as members bade farewell to this year's holiday party. A really fun event. Where will we be next year? Do you want to get



involved in helping to plan or share ideas for this event or any other? Please reach out to any of us on the Board, we welcome all ideas and volunteers. But raise your hands now, because before you know it, we will have been around the Sun again and ready to cheer the next Holiday party. £



There was a command performance by "The Three Graces of Glasgow" as part of the entertainment.



REVIEW: JOCO VISITED THE OREGON AIR NATIONAL GUARD

Words by Rex Schneider, Photos by Mandy Ashcroft

We had a great showing for the Oregon Air National Guard tour. I haven't seen this many folks for a while and we basked in the glory of American freedom. Ok, that might be a bit overstated but we enjoyed a wonderful time at the base. It was a might chilly but the fellowship of all warmed the room.



provided by the guard it seemed a bit unnecessary so we said good bye knowing we would be together again soon. £



The featured attraction was an F-15EX that was standing proud in the hangar with us. It also had some of its munitions there for us to view. This is a really rare fighter. Only a few air bases have these. According to Major Schneider, my son, that is one slick craft.



The Guard put on quite the show. They had stations in a circle around the hangar where you could talk to the airmen who make the base hum. They even put out a lunch for us. I talked to the food service people and found out that they do this every quarter so if you missed it with us take the grand kids.

After a few hours of talking and reviewing the sights in the hangar most of us stepped out into the liquid sunshine. They had us line up on the flight line and shivered a bit. After a while we got to see three F-15s take off for their regular sortie.



We were scheduled to go to lunch but with the lunch



The Olde JOCO Event Calendar

Where are you likely to meet other JOCO members and their cars this summer? Here is a list of the events that are currently on the JOCO calendar. If you have an event(s) to add or want to tell others about, please notify JOCO's Event Coordinator, Rick Martin. With that in mind:



§ **January 18, 2025 - AGM 10:30 A.M.** Langdon Farms, 24377 Airport Rd. NE , Aurora, Oregon 97002 (NOTE: Earlier this was incorrectly dated January 12)

§ **First quarter of 2025** Weekday tour of the Leatherman Tool factory in Portland. Date and time TBD. Organizer: Carl Foleen

§ **July 18 - 20, 2025 JOTI** Jaguars On the Island, Victoria, B.C. Canada. Lodging reservations: Delta Ocean Pointe Resort

§ **SJC's (Seattle Jaguar Club) "Jaguars on the Green"** August 1 - 3, 2025, Swinomish Casino and Resort, Anacortes, WA. <https://www.seattlejagclub.org/jotg>

§ **Joint Drive with the Seattle Jaguar Club to the Carriage Museum in Raymond, WA.** Details TBD

§ **CXKJR (Vancouver, BC) Jaguar Heritage Concours** August 22, 2025

§ **JOCO/ABFM (Portland International Raceway)** September 5 & 6, 2025 Jaguar is the featured marque

Thought for the day: Be decisive. Right or wrong, make a decision. The road is paved with flat squirrels that couldn't make a decision



US
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NEVER
FORGET

*It's time to
renew your
dues for 2025*

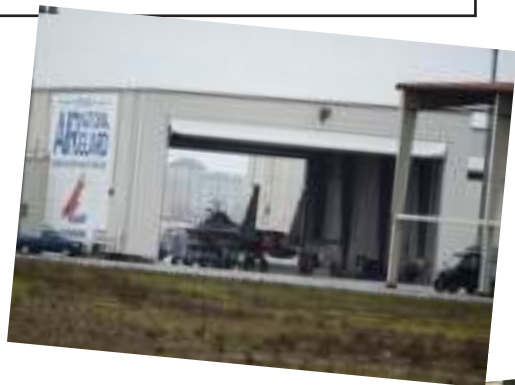


JOCO MARKET PLACE

For Sale:

§ **FREE!** Complete AC unit for SII Coupe. I decided NOT to use it after a complete restoration. I am in NW Portland. Abed Farhan 8730 NW Terraceview Ct., Portland, OR 97229
 Email: abedfarhan@gmail.com
 (503) 481-2233

SCRAPBOOK: More photos from December, 2024



Club Regalia - Cap Off Your Outfit!



Celebrate JOCO with a Club hat or apparel patch. Hats are tan with a full color club logo embroidered on the front. Size is adjustable, will fit most.

Embroidered patches are suitable for attaching to coats, skirts, shirts, coveralls, blankets, or what have you. Show your Club pride!

Hat(s): \$35.00/ea.*

Club Patch(es): \$5.00/ea.*

Self-Adhesive Car Badge(s): \$20.00/ea.*

**Mounted Car Badge(s) (for mounting brackets):
\$25.00/ea.***

We have the ability to put our club logo on a variety of regalia objects: coffee mugs, cocktail glasses, tumblers, even jackets and other types of hats.

**Contact Sue Kornahrens
(503) 708-9936**

***Shipping & Handling: \$10/order**

Welcome JOCO Partners

Steve Mackley
Owner/General Manager

5465 SW Western Ave
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Our special Partnerships are with organizations dedicated to the highest level of Jaguar preservation and care. They are supporters of our Club who understand our appreciation and pride that comes from owning one of the finest automobiles ever made, one with a Royal heritage.

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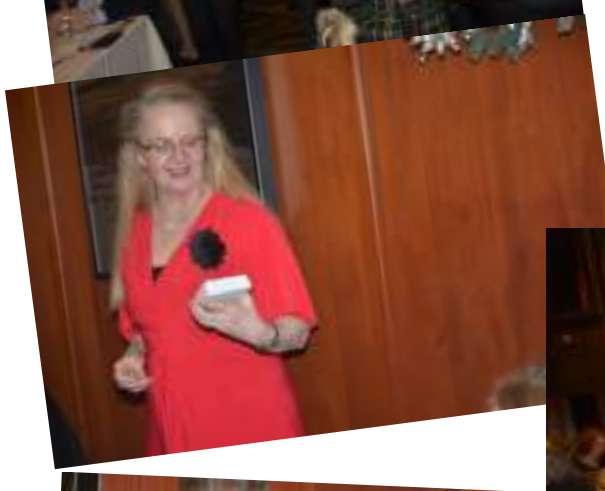
Please support our partners whenever possible

Please Welcome Our New Member(s)!

(Please update your club roster as well) \

* **Blair Ivey**
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2005 Estate

More Christmas Party Photos



More Photos from Events In This Issue

