



# A BRITISH MOTORCYCLE MUSEUM IN AMERICA

# PRESIDENT'S CORNER



Greetings to all Jaguar Enthusiasts and JCM Members,

The snow has finally melted and most of the ice. Now we can put the ice where it belongs, in a nice tall beverage. If the fantastic turn out at the Spring Kick-Off in Osseo is any indicator, most of you have been able to uncover and dig out for the upcoming season.

A few big changes to our Board of Directors have taken place this year.

Don Wolfe has taken over for the incomparable Beth Pursley as our Membership Director. Don has rather big shoes to fill but we are confident he is up to the task.

Andy Schmiege is our new Newsletter Editor and we could not be more blessed with his enthusiasm and skill in putting together amazing newsletters for us. Thanks also to Jill Bean for her expertise in making everything look so perfect.

Horace Beale is our new Communications Director. We cannot thank Carol Shorrock enough for her long service to our Club in this capacity. Keep an eye out for announcements of upcoming events.

Tom Healy is our new Treasurer. We are truly thankful to have found such a capable and accurate individual to manage our affairs.

As we enter into our 41st season I could not be more excited for the new events we have added and to participate in the continued events. I can't wait to learn more about my new (as Russ describes her) 4 wheeled space ship cleverly disguised as a Jaguar Car. The garage is truly full now!!

I am pleased to serve our Club as your President for another year. Looking forward to spending time with all of you.

Fair Winds and Smooth Roads to All,

Holly Richmond

# MOUNT OLIVET MOTORHEADS WINTER EVENT

The 10th Annual Mount Olivet Motorheads Winter Event on February 20th 2018 was a great success. At least two dozen volunteers ensured that this extremely well organized event was executed with the precision of a Swiss chronograph watch. Four continuous shuttle busses hauled over 250 people from the church parking lot to Warren Herreid's estate and garage complex in Minnetrista. The amazing estate alone would be worth the visit.

Among the beautiful cars displayed were a 1915 Partin Palmer Roadster, a 1922 Ford T-Model (of course in black), a 1929 Ford Roadster, a 1936 Chevrolet Coupe, a 1952



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Ford Tudor, a 1957 Oldsmobile Super 88, a 1966 Jaguar Series I E-Type, a 1970 Pontiac Firebird Formula, a 1977 Porsche 924 GTS and a Ford Race Car. Many of the vehicles featured a powerful shiny 'Oh!' or 'Wow!' or 'Holy Moly' under the hood, often built by TPIS in Chaska Minnesota.

Several vendors presented new products and services and the Medicine Show Music Company provided musical entertainment. All proceeds benefitted Mount Olive Ministries in Victoria Minnesota.



# OPEN HOUSE AT SPECIAL INTEREST AUTO

Special Interest Auto Service in Saint Louis Park, Minnesota is a six bay three lift auto repair shop specializing in the repair and mechanical restoration of fine British and Italian automobiles. And while the owner Jeff Flynn is able to do every day what many office workers would love to do as their dream job, he will probably never make it through an entire Jaguar club event without answering at least one (usually multiple) technical questions.

The open house on Saturday, March 24 2018 from 10:00 am to 2:00 pm offered a detailed insight into the Special Interest Auto Service facility, several Jaguars and other classic cars in various stages of repair, free Jaguar brochures, door prizes, and lots of stories about those hard to find quirks, some of which only Jeff can figure out. (The appreciation for a knowledgeable local Jaguar repair shop grows when your local corner repair shop simply rejects your Jaguar, refuses to work on it and tells you to pick 'the thing' up again.)

Two to three dozen car enthusiasts carefully moved around the cars, looking at engines and suspensions, happily discussing technical details and issues. But as soon as someone yells 'the burgers are ready' a game of musical chairs begins and everyone tries to find out how many people fit in the office at the same time. A special Thank You! to Jeff and Beth for hosting this event and feeding everyone and to the brave souls that attended the grill in the cold weather.

If your Jaguar spits, stutters, overheats or needs restoration, search for 'special interest auto service' on Google, go to <http://www.siautoservice.com/> or call Jeff at 952-934-4049.



# JAGUARS AT WORLD OF WHEELS



Over the weekend of March 23-25, 2018, two Jaguars from the Jaguar Club of Minnesota were on display at the World of Wheels show in US Bank Stadium. A 1970 E-Type FHC owned by Dennis DeGroot and a 1995 XJS V12 convertible owned by Rich Leistico were proudly displayed under the club banner.

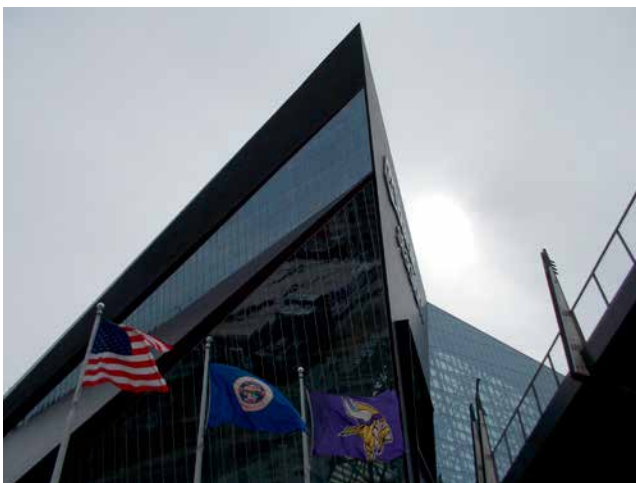
Car shows in March in Minnesota are “iffy” events given the weather. In fact, a moderate snow was predicted for March 23rd but it didn’t materialize. No snow or rain occurred either on the drop off day of March 22nd or the departure day of March 25th.

The logistics of an indoor car show are much different than those of an outdoor show. At outdoor shows, you find a parking space (or are directed to one) and you pull in and park. Space is limited at an indoor show, so cars have to be placed in certain spots to accommodate lanes for the crowds and for vendors and participants that bring in large displays.

As a result, each car is assigned a drop off “window.” Since most cars come in on trailers they have to allow space for the trailers to come into the stadium, drop off the car(s) and have room to leave. The cars in the middle of the stadium floor were positioned first with the remaining cars increasing the circle outwards. That allowed room for trailers to leave via the open areas on the edges of the stadium floor. It is quite a ballet!

The show started at 3 pm on Friday, March 23rd and went until 9 pm that day. On Saturday, March 24th, the cars were on display from 10 am to 9 pm (a long day!) and on Sunday, March 25th from 10 am to 6 pm. No cars could leave the stadium until 6 pm on Sunday. Again, leaving the stadium is also choreographed in that un-trailer cars leave first to allow room for the trailers to enter the stadium to pick up the trailer cars.

Crowds were robust, especially on Saturday and Sunday. On Saturday, John Schneider, “Bo Duke” from the old TV series “The Dukes of Hazzard” signed autographs and on Sunday, Dale Earnhardt, Jr., the recently retired NASCAR driver, signed autographs. Large lines were present for each celebrity. Both were gracious and signed autographs for several hours.



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Awards were won by both Dennis DeGroot and Rich Leistico. Each car was in a different class (assigned by the show organizers) and numerous people stopped to admire the cars and chat about how beautiful they were. Most of the displays were hot rods or muscle cars so the two Jags really stuck out. Several people commented how happy they were to see something different and were eager to learn about the mechanics of the cars and their history.

Club awards can also be won and if the show is conducted next year (the organizers indicated it would be), we should make every effort to get several Jags there of different series along with our club banner and a nice display. Sure would be fun to win a club award!

Text: Dennis DeGroot



# A BRITISH MOTORCYCLE MUSEUM IN AMERICA

On Saturday March 31st 2018 over 30 club members toured Jack Crane's personal motorcycle museum in Burnsville. The event started with a luncheon at Jensen's in Eagan that offered tasty steak, fish or pasta. The name tags on the tables were a little weird (mine said 'Beef' instead of 'Andy'). The conversations with Jack Crane were delightful.

After lunch the 'British Motorcycle Museum in America' opened its doors. Many motor vehicle enthusiasts have a small collection of vehicles, but only few have the opportunity to have their own private museum. Behind an unassuming door in an unassuming building Jack collected over 40 vintage and rare British motorcycles and restored them to perfection. Each and every one of them. And of course he has a few more elsewhere.

There are rows of Ariels, Douglas and Triumphs. A black 1938 OEC Commander intrigues with its unique center point steering that allowed dare devils to stand on top of the motorcycle at high speeds. A beautiful 1953 Ariel KHA 500cc shines like new in baby blue. A 1963 BSA Rocket Goldstar, the 'hottest motorcycle of the 1960s' looks like it just rolled off the showroom floor. And Jack also has the 'world's slowest Indian motorcycle', a 1950 Indian Arrow with 220cc.

Every motorcycle has its own story and now several Jaguar club members want one too.





# CARS & CAVES IN CHANHASSEN

Cars & Caves is a recurring car show at the Chanhassen Auto Plex, 8150 Audubon Road in Chanhassen on every last Saturday of the month from April 28th to September 29th 2018. It is right down the street from the Paisley Park Prince Museum. The Chanhassen Auto Plex is an automobile storage facility that offers private garage condominiums for 4, 6 or 8 cars. A second facility is currently under construction in Medina Minnesota.

The beauty of this car show is its simplicity and wide variety of cars. The gates open at 7:30am (come early!) and the show runs from 8:00am to 12:00pm. All you have to do is show up, drive in, park and look at cars. Since admission is free, voluntary donations benefit a different charity every month. You can see lots of Jaguars (duh!), other British classic cars, classic muscle cars, brand-new muscle cars as well as high-performance cars. Many of the garages are open for viewing or visiting. This show is different every time, so no two times will ever be the same.

For location and more information search for 'auto motor plex' on Google or go to <http://www.automotorplex.com/>.



# INTERMARQUE SPRING KICK-OFF IN OSSEO

The countdown to the InterMarque Spring Kick-Off car show in Osseo is usually the final reminder to find the keys for your classic Jaguar, charge the battery, check the oil, coolant and brake fluid, adjust the tire pressure, get five gallons of fresh gasoline, remove the mouse traps, dryer sheets and salt or DampRid cups and cross your fingers that it starts. It is also a reminder for Mother Nature to wash the salt off the roads, turn up the temperature and get the green paintbrush out.

This year's InterMarque Spring Kick-Off started with a surprise when the organizers realized that the city had marked off one block less than planned and cars were still parked within the car show area. So the Jaguar club was swiftly moved to a different street while police and tow trucks were busy removing cars. Besides the entertainment value of the situation, this allowed us to park 19 Jaguars next to each other instead of the usual ten to twelve.



The Jaguar row featured a brand-new Jaguar E-Pace holding down the club flag (literally), accompanied by a very nice selection of Jaguar models like 420, C-Type, E-Type, F-Type, Mark II, Mark IX, XJ6, XJL, XJS, XK150, XK8, and XKR. The car show also included beautifully restored Austin Healys, Austin Minis, Borgwards, Citroens, Mercedes, MGs, Nash Metropolitans and Triumphs.

The weather was in full cooperation with sunshine and comfortable spring temperatures. Local restaurants and bars conveniently located directly along the car show were happy to keep everyone well-fed. All donations and sales revenue for voting tickets went to the Girl Scouts of America. Like every year this was a fun car show to attend on a warm spring Saturday.

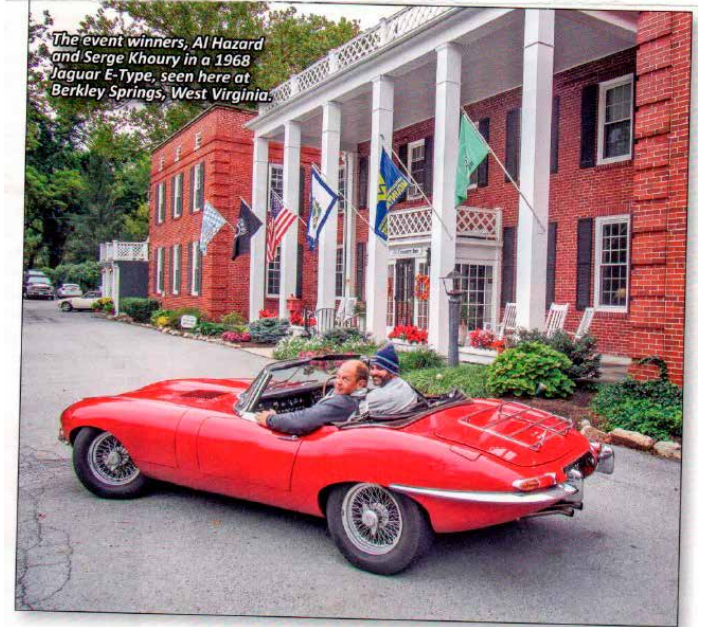
# DC AREA AMERICA'S BRITISH RELIABILITY RUN

The DC Area America's British Reliability Run is an annual event where British car enthusiasts take a three-day back roads drive through Virginia, West Virginia, and Maryland in order to raise money for a children's charity.

Last year the selected charity was 'Our Military Kids' which supports children with a parent deployed to a dangerous place who is suffering the stress of not knowing whether or when that parent is coming home, and in what condition, if and when they do. This stress can alter kids' behavior, affect their performance in school and in myriad other ways. 'Our Military Kids' steps in to fund tutors, after-school and extra-curricular activities such as sports, music, the arts, whatever it takes to keep that kid and his or her family on an even keel.

On October 13-15 2017, this 750-mile race was held beginning in Washington, DC and running through the Eastern Central seaboard, limited to 50 cars. Al Hazard and Sergey Khoury won the reliability run in a 1968 Jaguar E-Type OTS and the event raised a total of \$25,169. If you are interested in participating in the 2018 reliability run from September 28th-30th 2018 or want to learn more, go to <https://www.dcbritishreliability.org/>.

Text: Mike Lynch, Andy Schmieg



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# 2018 AMELIA ISLAND CONCOURS WEEKEND

Jana, Krista (our daughter), Logan (our 3 month old grandson) and I attended the Collector Car excitement in early March at Amelia Island. Our son-in-law Blake vacationed with us for a couple days but had to get back to Minneapolis prior to the start of the excitement.

We attended several of the big auctions, and of course the Amelia Island Concours. The Amelia Island auction is considered the "Pebble Beach Concourse" of the East coast. This year was definitely one of the most impressive gatherings of collector cars ever assembled in one place. More impressive was the approx. 150 judges they assembled; world-renown automotive related people from across the globe - automotive designers, racers, and many other well-known automotive people. The weather couldn't have been better.

At one of the auctions I saw a red 1967 E-type FHC Jaguar Ken and I had sold twice over the past 40 years. I assisted with the sale of this car at the auction: I ended up convincing a friend of mine from Wisconsin to purchase it. What a small world.

This weekend was an excellent opportunity for us to get Logan started on the right track. We not only introduced him to the excitement of collecting and investing in Classic Cars, we did our best to get him hooked early in life on the right Classic Cars - Jaguars of course. As seen by the one photo we had him sit in his first E-type Jaguar which was one we found at the Bonham's auction that fit him well. Logan may have been the youngest Classic Jaguar enthusiast in Amelia Island this week.

See the photos from this weekend.

Gene Berghoff



# ROAD TRIP TO HAPPY'S DRIVE IN

Looking for a road trip destination for a summer Sunday? Want to make your kids or grandkids happy? Need an excuse to take your Jaguar for a cruise? Here is a short road trip to the south end of Lake Mille Lacs that includes plenty of country roads.

About 90 minutes north of the Twin Cities along highway 169 there is a beautiful diner with plenty of tasty food called Happy's Drive In. Less than a mile from Lake Mille Lacs, the diner offers burgers, sandwiches, wraps, fries, and really good ice cream. Everything here tastes so much better than the big chains. There is an indoor and an outdoor playground for children. And most important: Wide parking spaces, no door dings!



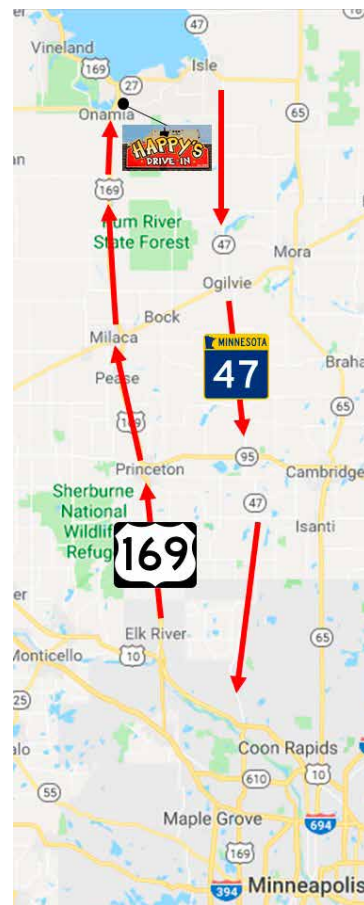
From there going east on Minnesota 27 you can enjoy a great view of Lake Mille Lacs at the Bayview Bar & Grill or driving along the cabin shores on Winona Way. Just past the Mille Lacs Island (Camper) Resort in Wahkon Minnesota you can find a fine store for quilt fabrics, a gas station with fresh broasted chicken and liquor store, a veteran memorial park, a large playground and probably the only public outhouse in Minnesota (just follow the city park sign).

Wahkon bay across from the Anchor Cafe also features one of the best views of Lake Mille Lacs.

Isle Minnesota, the next town east, offers several cabin resorts, restaurants (some close at 2pm), Malone island, a well-sorted fine gun store & indoor range and the unassuming but very tasty Isle bakery (half the price of cities bakeries). To cruise back home you can either take Minnesota 47 south through the beautiful countryside going past Ann Lake, or you can take highway 65 south and stop in Grandy at the Brass Rail for the best broasted chicken in Minnesota.

Of course you could also drive around the entire Lake Mille Lacs and stay in Aitkin overnight. Or look at a few cabins that are for sale up here. Maybe next weekend.

Text: Andy Schmieg (Caution: The author is heavily Mille Lacs biased.)



# A BABY JAG: THE JAGUAR X-TYPE



If this newsletter included a mirror, you would probably now see a face with a wrinkled nose and wide open eyes. “The X-Type? Really? That thing? Isn’t that a Ford Mondeo?” Or how Jalopnik.com sprinkles its sarcasm, “‘The X-Type is for peasants.’ and ‘How dare Jaguar cater to the common man!’ Jaguar enthusiasts shrieked, their monocles falling into their champagne glasses.”

The Jaguar X-Type is an entry-level four-door saloon (sedan) launched in 2001. It is based on a modified version of the Ford CD132 platform shared with the Ford Mondeo. Drivetrain options included a 194 hp 2.5 liter or a 231 hp 3.0 liter V6 engine with variable valve timing, fuel injection and four valves per cylinder, a five-speed manual or automatic transmission and permanent all-wheel drive. The interior features a lavish wooden dashboard and optional leather seats. The 3.0 liter with manual transmission does 0 to 60 mph in 7.0 seconds and has a top speed of 146 mph.

Now how much Ford Mondeo is actually in the Jaguar X-Type? Well, all body panels and both engine configurations are unique to the X-Type and the interior is definitely Jaguar. The all-wheel drive, while developed and refined by Ford, was never offered for the Mondeo. Significant shared components include the floor pan, basic engine block, suspension components, brakes, air conditioning and wiper mechanism. So in total, the baby Jaguar is 81% English and only 19% American.

In 2002 and 2003 a smaller 156 hp 2.1 liter V6 gasoline engine and a 152 hp 2.2 liter four cylinder Diesel engine was introduced in combination with front-wheel-drive (mostly for Europe). In January 2004 a five door station wagon was added, named the “Sportbrake” in Europe and “Sportwagon” in the United States. In 2008 the X-Type received a minor facelift. Production concluded at the end of 2009 after 350,000 vehicles.

Today, entry-level Jaguar enthusiasts can own a Jaguar X-Type saloon “for the price of a high-end refrigerator” (Jalopnik). A “Sportwagon” in good condition costs significantly more. With regular maintenance and a decent repair budget, an X-Type can provide an affordable way to fall in love with leapers, growlers, wooden dashboards and leather. Even Her Majesty The Queen had one. While it will likely always be the Baby Jag, the X-Type is part of the family.

Text: Andy Schmieg

# THE ULTIMATE BARN FIND: A 1938 JAGUAR SS-100

The year is 1958. A father with his ten year old son purchases a racing green 1938 Jaguar SS-100 from a U.S. serviceman. On their first drive the two-door roadster slides off the icy road and almost kills both father and son. Once arriving home alive the father parks the car in his shed in New Jersey and never drives it again.

Fast-forward almost sixty years to 2017. The ten year old son is now a seventy year old man finally ready to part with his father's car. Somehow the story of a missing 1938 Jaguar SS-100 makes it all the way to Terry Larson, a well-known Jaguar enthusiast in Mesa, Arizona. Of course he acquires the roadster instantly and moves it to his underground garage.



With only 115 of the 3.5-liter cars produced and #39049 probably being the most original one, Larson plans to carefully refurbish the car and retain as much of its originality as possible.

For the entire story in the ClassicCars.com Journal, simply search for 'Missing Jaguar SS100' on Google or click on <https://journal.classiccars.com/2018/04/05/missing-1938-ss-100-jaguar-recovered-60-years-shed/>. For detailed pictures on SSJaguarData.com, search for 'Jaguar Data 39049' on Google or click on <http://www.ssjaguardata.com/cars/detail/?car=39049>.

Idea: Holly Richmond, Text: Andy Schmiegl

# JAGUAR XE SV PROJECT 8 BREAKS NÜRBURGRING RECORD



The new Jaguar XE SV Project 8 is a production-intent prototype boasting an incredible 592 hp from Jaguar's 'bahnstorming' 5.0L supercharged V8 combined with lithe handling, superb grip but refined ride. In 2015 Jaguar Journal dubbed the XE a 'four-door F-Type' (and that was for the 350 hp version). With the Jaguar XE SV Project 8 something starting with F might be the first word coming out of a new owner's mouth. That is if you can get one of only 300 that will be hand-built.

Almost every car maker claims to have a fast car in its portfolio. But there is only one way to prove a car maker means business. The Nürburgring in Germany is a 16 mile cross-county racetrack built in 1927 that has everything a race car driver could ever dream off – long straights, steep hills and valleys, fast long curves, tight turns and over 950 feet in height difference. In other words, it has everything to either completely destroy your car and spit it out or to prove that your car is as good as you think it is. Germans call it 'Die Grüne Hölle' - the green hell. 78 people lost their lives on this race track.



On November 28th 2017 the near production-ready XE SV Project 8 has smashed the 4-door saloon car lap record on the Nürburgring. A 7 min 21.2 sec lap time makes it around 11 seconds faster than the Alfa Romeo Giulia Quadrifoglio, which until now held the mantle of 'fastest four-door'. Choosing its words carefully, Jaguar describes the feat as the 'fastest ever time by a four door sedan in production-intent specification'. The lap in question was driven by racing driver Vincent Radermecker.



This time puts the Project 8 car ahead of some seriously potent machinery: the Porsche 911 997 GT2 RS, the Lamborghini Aventador and the Pagani Zonda F Clubsport have all set slower 'best' laps. To illustrate how fast this car really is: The 1991 Jaguar XJ220 - once the world's fastest production car – is a full 25 seconds slower. So you see the XE SV Project 8 fly past the finish line and start counting, one, two, three ... twenty-four, twenty-five, and here comes the XJ220. The Project 8 is insanely fast!

Idea: Mike Lynch, Inspiration: *Jaguar Journal* March-April 2018, Jaguar Media, Text: Andy Schmiege



# 10% SENIOR DISCOUNT FOR CAR INSURANCE



If you are 55 or older you can get a 10% senior discount on your car insurance (without talking to a silly green gecko). Simply attend an Accident Prevention Course (also known as Defensive Driving Course or 55 Alive) approved by the Minnesota Department of Public Safety.

The course teaches basic crash prevention techniques and has a proven record of reducing traffic violations and incidents. It's taught by experienced, professional traffic safety instructors, including officers of the Minnesota State Patrol. The initial eight-hour class consists of lecture, films and discussions. Renewal classes only take four hours. There is no behind-the-wheel driving and there are no tests.

After you complete the course, you will receive a certificate of completion to give to your insurance company and are eligible to receive a 10 percent, three-year discount on auto insurance. The discount is Minnesota state law.

To find a location near you, search for 'Minnesota approved accident prevention courses' on Google or go to <https://dps.mn.gov/pages/default.aspx> and search for 'accident prevention courses' in the top right corner. There are over thirty locations state-wide.

Idea: Thomas LaClare, Text: Andy Schmieg

## *A Moment In History:* THE JAGUAR NAME

Founded as the Swallow Sidecar Company on William Lyons's 21st birthday on September 4th 1922, the company started as a manufacturer of sidecars for motorcycles. In May 1927 the company introduced an Austin 7 with a coachbuilder body as the Austin Seven Swallow. In 1932 the company introduced the SS-1 with a frame and drivetrain from Standard Motor Company and a two door roadster body built by the Swallow Coachbuilding Company. In 1935 the 'SS Jaguar', a four door saloon was introduced and the company name changed to S. S. Cars Limited. Not impressed with the use of the letters SS by the German Schutzstaffel, a major paramilitary organization in Nazi Germany during World War II, S. S. Cars Limited changed its name to Jaguar Cars Limited on March 23rd 1945.

xxiv PUNCH ALMANACK FOR 1937 November 2 1936

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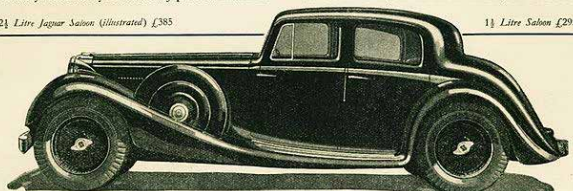
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# UPCOMING EVENTS

## Rendezvous at Thunder Bay

June 7 - June 10

## SCCA June Sprints

June 14 - June 17

Road America  
Elkhart Lake, WI

## Jag Club "Art of the Car Show"

at Stone Arch Art Fair

June 16 - June 17

Minneapolis, MN

## Back to the Fifties

June 22 - June 24

State Fairgrounds

## JCM

June 23

BMC British Automobile

Isanti, MN

## Cars and Caves at the Motorplex

June 30

Auto Motorplex, Chanhassen, MN

## Coulee Classic Car Rally

June 30

## Jaguar Club Annual Picnic

July 8

Auto Motorplex, Chanhassen, MN

## Crown Rally

July 19 - July 22

St. Paul to Chicago

## Scottish Fair and Highland Games

July 21

Eagan Central Park

## 10,000 Lakes Concourse Car Show

July 22

## SS Minnehaha Cruise

July 26

## Jaguar Club at Cars and Caves

July 28

Auto Motorplex, Chanhassen, MN

## Mexican Fiesta

July 29

Mike and Gloria Lynch's home

Minnetonka, MN

## Britfest Car Show

August 11

Hudson, WI

## Jaguar Club of Minnesota Cruise and Cookout

August 18

Eden Prairie, MN

## Wings and Wheels

September 8

Osceola Airport Osceola, WI



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Model Shown: 2017 Jaguar F-PACE S, European license plate shown. For complete details regarding Jaguar EliteCare coverage, please visit [JAGUARUSA.COM](http://JAGUARUSA.COM), call 1.800.JAGUARUSA / 1.800.324.8278 or visit your local Jaguar Retailer. © 2017 Jaguar Land Rover North America, LLC

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# Your Stories & Your Pictures

Do you enjoy car shows? Are you going to any car event outside the Twin Cities (like Eau Claire, Elkhart Lake or Thunder Bay)? Is there at least one Jaguar there? If you do, please take a few pictures, write a few notes and send them to Andy Schmieg.

No need to get the computer out, write an entire article or even worry about the layout. Don't have a digital SLR camera? Just use the camera on your **smart phone** and click away. Don't have a notepad? Just use **voice-to-text** on your smart phone and talk to your email or text message. And don't worry about the spelling. We can fix that.



## It Is So Simple.

- Go to Car Show
- Take 5 Pictures
- Talk 5 Sentences
- Send to Andy



Done!



Send all newsletter ideas to:

Andy Schmieg  
[schmieg@gmx.com](mailto:schmieg@gmx.com)

763-898-8947





STEVE FERMOR TELLS YOU

# HOW TO SURVIVE

## Preparing an article for

The Jaguar Club Newsletter

So, you're thinking of supplying an article to **The Newsletter**? Well, I'll be delighted to hear from you. However, the world of **newsletter** production and print can be a complex one for those who have never undertaken the task before.

There are certain specifications that copy and photos need to conform to, and that's what

this guide is all about. It's not complex, and by following these few simple steps you can be sure you have it right.

**The Newsletter** is edited, designed, and prepared for print by just **three people.** yours truly. To enable one person to do the work of a team, I'm sure you can appreciate that the **workflow must be especially streamlined** to ensure that each task in hand is completed as

quickly as possible. Much of that is of course taken care of this end, but there are some things you can do to help, which might seem of little consequence on paper, but which really do make a huge contribution. If the best working procedures are followed by everybody, it's really going to make a difference.

So let's split the task into two sections, photos and copy. Ready? Here we go then...

## PHOTOS – YOU REALLY NEED TO READ THIS

### RESOLUTION OF IMAGES

Ideally you need to send a jpeg, although I can handle other formats if need be. It needs to be a minimum size – 1240 pixels along the longest edge. Your camera will tell you what size you are shooting at, but to avoid any hassle, just take pictures at the best quality you can.

Some mobile phones and tablets can take pictures that are ok, **BUT CHECK YOUR SIZE SETTINGS. UNDER NO CIRCUMSTANCES send mag photos as a picture message.** This reduces the resolution to 640x482 pixels and is too small, making them almost unusable. Remember the old adage, rubbish in, rubbish out. They might look ok on screen, but that is no indication they are good enough for print.

**DO NOT put images on Word documents**

or pdfs. It's fine for reference, **BUT I CAN'T USE THEM FOR PRINT.**

**CHECK THE SIZE OF THE PHOTO ON YOUR DESKTOP** – it is your responsibility to do this. **HELPFUL TIP: If photos look small in your e-mail browser – they are!**

**DO NOT use photos lifted from websites** unless they are designed for this purpose. Apart from potential **copyright restrictions**, the quality of most are poor enough to make them unusable for print, or at best only very small. They might look good on screen, but print requirements are far more demanding.

### SCANNING

If you need to scan your own, do so at 300 dots per inch, and if you are scanning off a printed image, use the scanner's de-screen feature to

avoid major production problems.

### CAPTIONS

You might know what photos you have sent in, but the readers don't. Actually, neither do I. **YOU MUST SUPPLY CAPTIONS**, and if the running order of photos in your article is important, list them in that order, **WITH THE FILE NAME OF THE PHOTO.** eg: *DCS4556 (or whatever you or your camera have called it) The E Type has always been a style icon.*

Some of you use a numbered list for your photos, and it's fine if you want to number them 1, 2, 3 etc. but make sure your caption reference matches this. **DO NOT PUT CAPTIONS ON PHOTOS – THIS CAN MAKE THEM UNUSABLE.**

**ALWAYS** put the captions at the end of your article **NOT ON INDIVIDUAL E-MAILS AND NOT IN THE MIDDLE OF YOUR COPY.** This ensures they are easy to find and get proof read more easily.

## Copy – too easy for words

This is equally important to note, but it's really quite easy. If you use Word, send your copy as a .docx file. If you have a Mac, Text Edit or Pages is fine, and if you don't have a word processing program, just type it in the e-mail text window. **DON'T FORGET YOUR CAPTIONS.**

### And finally... DEADLINES

If you are sending in copy that is not especially date sensitive, deadlines will not be so important to you, but if you are really keen to have something appear in a certain issue, you

need to take note of the following information. The magazine tends to start production on the first of the month, and this is when I have my page plan drawn up. It's not inflexible to start with, and is based on certain assumptions of regular content or known events. Because of the scale of the workload, I have to continually work on the magazine, and so early copy helps tremendously.

**Deadlines are Feb 1<sup>st</sup>, May 1<sup>st</sup>, Sep 1<sup>st</sup> and Nov 1<sup>st</sup>.**

Copy sent by this date almost always goes in. By now, the page plan is far less flexible, as I will have already been putting pages together for a week. I always try to accommodate any copy, but as time goes by it gets progressively

harder to do so.

There is...  
A big Thank You! To Steve Fermor, the editor of the Jaguar Driver Magazine for allowing us to reproduce these instructions on how to write an article and take pictures for the newsletter. He added "I hope you have more success with it than I have. People don't read it." 😊

## Checklist – have you...

Right, having done and taken note of all the above, you're as good as there. **Now all you need to do is take a look at this handy checklist** to make sure you have done everything you can to make **the Newsletter flow** smoothly. After that, you need to put the kettle on – you've done your bit! The rest is down to me. Thanks so much for your help.

- Have you checked your **SEPARATE** photos are the right **SIZE**?
- Have you provided **CAPTIONS** for them?
- Have you put your captions in **RUNNING ORDER** if necessary?
- Have you properly **IDENTIFIED** them with the file name?
- Have you put your **CAPTIONS ON YOUR COPY DOCUMENT**?

Is your copy **ON TIME**?

**IF YOU CAN'T TICK ALL THESE BOXES IT IS GOING TO GO WRONG SOMEWHERE** – do please retrace your steps and check over things.

It's worth mentioning that many members who have never written for **a Newsletter** have produced some astonishing copy – and you could be next! Don't be shy, get photographing and give the keyboard a workout.

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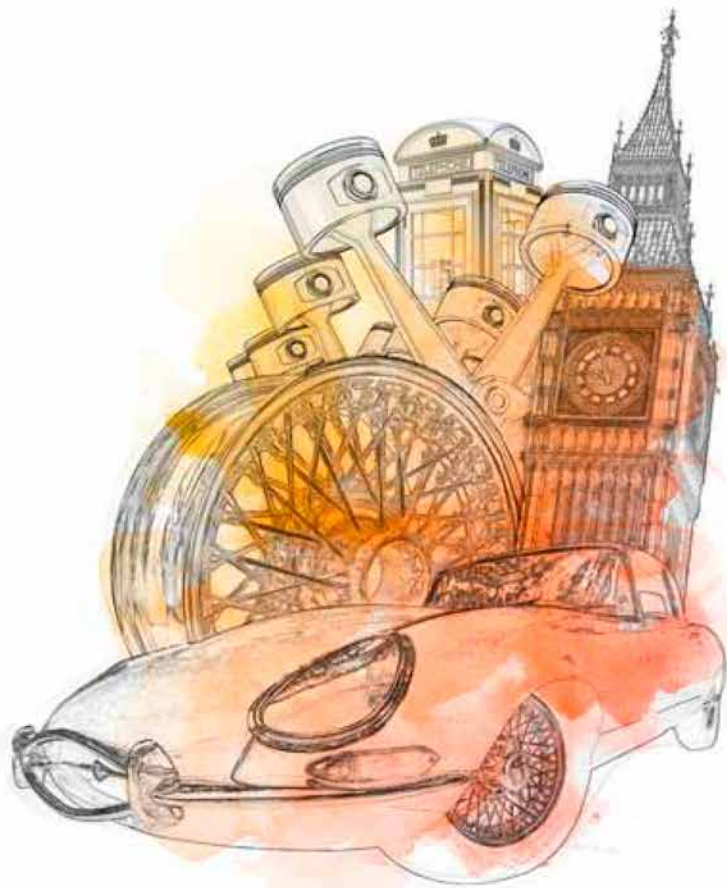
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