



**MEET OUR CLUB  
FOUNDER  
ROBERT BRUCE**



**OUR FIRST CLUB  
EVENT  
FORT MYERS JAGUAR**



**OUR FIRST  
CONCOURS  
GULF HARBOUR**

# GULF GROWLER



## Cars on Fifth Event

February 13th was the site of the 6th annual Cars on Fifth event. It was attended by an estimated 50,000 people and over 500 cars on display. Proceeds went to benefit St. Matthews House.



## Meet Your Club Officers

ROBERT BRUCE - FOUNDER/PRESIDENT/BOARD VICE CHAIR

JAGS - 15' F-Type, 04' XJ, 00' XK8

Robert's Email: [rbruce@jaguarclubofswf.com](mailto:rbruce@jaguarclubofswf.com)

DERRY HAYNES - BOARD OF DIRECTORS CHAIRMAN

JAGS - 58' XK150, 93' XJRS Convertible, 93' XJRS Coupe

Derry's Email: [derek.haynes@cejayeng.com](mailto:derek.haynes@cejayeng.com)

JOHN WELCH - 2ND VICE PRESIDENT/CLUB MEMBERSHIP/ADVERTISING ACCOUNTS

JAGS - 07' XK, 12' XF

John's Email: [welch427@att.net](mailto:welch427@att.net)

PHIL MANNINO - 1ST VICE PRESIDENT/CHIEF JUDGE/ AWARDS & REGALIA

JAGS - 05' XKR Coupe, 01' XJR

Phil's Email: [philmannino2@gmail.com](mailto:philmannino2@gmail.com)

DAN SATER II - JCSWF JAGUAR GROWLER EDITOR/WEB MASTER/SOCIAL MEDIA

JAGS - 69' E-Type, 85' XJS, 09' XKR Coupe

Dan's Email: [jagster85@gmail.com](mailto:jagster85@gmail.com)

ALDIS LEMESIS - EVENTS PLANNING

JAGS - 62' E-Type OTS, 10' XK Coupe

Aldis's Email: [zblucat@gmail.com](mailto:zblucat@gmail.com)



# A Founding Vision...

I thought what better member to spotlight in our first issue than our club founder and president. We asked Robert a few questions.

## Robert what was it that motivated you to form a southwest Florida Jaguar Club?

I am a passionate Jaguar owner. Both my wife and I have admired Jaguars when we were growing up and dreamed of owning and driving one someday. Actually, my wife told me years ago that when she was a little girl she used to take her dad's old Popular Science magazines and cut out the pictures of Jaguars to put in her scrapbook. Fortunately, I was able to buy her one for her very own Jaguar. Mine came the following year.

In January of 2015 I was thinking that there was no Jaguar Club in Southwest Florida and I wanted to have some "Jag Fun" in Jag talking to other owners, viewing different Jags and taking my Jag out for a little run with other Jag lovers. But, no club down here or close by even though I see a lot of Jaguars down here. I remember telling my wife, there is no club down here - I should just start one myself." So, I did...



## What do you envision for the future of our club?

I have always had a fault of planning out too far, but I say, "you need to know where you are going if you are going to get there". So, in the planning phase of starting up the club I jotted down some goals or core beliefs that I thought the club should have and strive for.

- Appeal to a broad spectrum of current and future Jaguar owners
- Assure alignment with the JLR corporate emphasis, marketing direction and product development strategy
- Appeal to not only current, but future and potential Jag owners with their different preferences in joining a Jaguar Club
- These varied preferences help determine how our club is presented, how we communicate and how we try to determine club events and activities
- Considering the diversity of our goals, assure our actions compliment a personable approach which re-enforces "Our Members Make the Club".

The caution and challenge is trying to appeal to the broad spectrum of Jaguar Club owner/members

# A Founding Vision Cont'd...

## Tell us about how you came to your love of Jaguar cars?

Interesting question - I guess it comes down to my love of art, architectural design and quality execution. I have told my wife numerous times looking at Jaguars, "now that is art on wheels" and once you get in you feel the quality, the luxury and the performance. I say, once you own a Jaguar - you're spoiled and can never go back.

## What was your favorite Jaguar?

Now that is a tough one. Your question is singular and that is what makes it tough - there is not just one, but several. Both production Jaguars and concepts from the classics to the CX75. Now that is one beautiful Jaguar of the future. I see past, present and future in that car.

## Tell us about what you like best about your new Jaguar F-Type Coupe.

This Jaguar is one different kind of beast and love it - far different than my XK where I would consider the XK as a GT and the F-Type a real sports car, but Jaguar inside and out. It's a beauty on the open road yet get a little heavy on the accelerator and it immediately turns into a beast on adrenaline. It's definitely fun and oh yes, love that exhaust. Of course, when my wife is in the car I am on my best behavior.



Photos of Robert's beautiful Jaguar F-Type Coupe

# Local Dealer Recognized...

When asked by Jaguar Journal editor Peter Crespino to write a story about a local JLR dealer that had turned around their service reputation, I was quite pleased to see it was my local Fort Myer's dealer.

The recent article in Automotive News spotlighted the Fort Myers Jaguar's two year turn around from worst to best ratings. They attributed this fact to practices such as new car orientation that is done later at customer's home rather than in the dealer lot, loaner car home delivery service, and low pressure sales tactics among many other improvements in service. As general manager Brian Del Negro points out, when someone pays 80k for a car they should expect something more.

These practices have garnered not only a complete improvement in customer satisfaction, but increased sales even above JLR's record sales this year. They have gotten the attention of upper management for their dramatically improved sales and ratings.

I have personally witnessed this turn around as both a local JCNA Club member and as a customer. I recently had an accident in my XKR. I brought it in for them to inspect it for any damage. They not only performed a complimentary inspection, but also contacted their preferred body shop and they came immediately to the dealership to meet with me and make recommendations for repair.

They have been absolutely supportive of our newly formed local JCNA chapter and even sponsored and hosted our first club event. They provided breakfast, helped promote event to their customers and even assisted with arranging and cleaning cars for exhibit.

It is great to see excellent service associated with a quality brand and it's product. This is one of the many reasons owning a Jaguar has never been better. Thanks and congratulations to my Fort Myers Jaguar - Land Rover dealer for the return to excellence.

Dan Sater II



# Our First Car Show...

Last summer we had our first car show. It was graciously hosted by Fort Myers Jaguar. They catered breakfast to members. Our members made a good showing with over a dozen displayed cars including E-Types, and XK150 and more. It was a great time and success despite the inclement weather. Thanks to Pete Stratton and Fort Myers Jaguar!



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# Calendar of Events...

March	<b>Island Walk Show/Venice</b>	Saturday, March 05, 2016
	BIG Show/ Cape Coral	Sunday, March 06, 2016
	BCC Annual Picnic	Sunday, March 13, 2016
	JCOF Concours/ Celebration	Saturday, March 19, 2016
	<b>JCSWF Monthly meeting</b>	Saturday, March 19, 2016
	Wheels Across the Pond/ Jupiter	Saturday, March 26, 2016
April	<b>JCSWF Monthly meeting</b>	Saturday, April 16, 2016
	Breakfast with British Car Club	Saturday, April 30, 2016
May	<b>JCSWF Monthly meeting</b>	Saturday, May 21, 2016
	Breakfast with British Car Club	Saturday, May 28, 2016
June	<b>JCSWF Monthly meeting</b>	Saturday, June 18, 2016
	Breakfast with British Car Club	Saturday, June 25, 2016

For a more current listing of activities please go to our website at [JaguarClubofSWF.com](http://JaguarClubofSWF.com) or visit our Facebook page at <https://www.facebook.com/groups/JaguarClubSWF/>

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# Cars on Fifth Show...

This February fellow Club members joined with the The Little British Car Club to participate in the 6th annual "Cars on Fifth" show. There were over 500 cars and nearly 60,000 attendees, making this a great event. We had an XK120, XK150, 3 XKE's, an XJRS and others representing the marque well. This was the first time Jaguars and our club was presented as a collection. Looking forward to this event next year...





# Best Java and Jags Event..

Saturday, February 21st saw our best attended Java and Jags event ever at Mimi's Cafe on corner of US 41 and Daniel's Parkway. We had nearly thirty attendees and a great collection of Jags. Photographer Russ Field was there showing his beautiful work and offered to photograph member's cars while he was here in town from Minnesota. Thanks to member Bob Field for bringing Russ.

President Robert Bruce updated members on happenings and Phil Mannino told about our inaugural Concours d'Elegance and need for volunteers and judges. We had a great group of twelve attend our judges training which took place immediately following breakfast at Fort Myers Jaguar. Dave Roth from Suncoast Jaguar Club came and did a great job training us.

If you haven't come for a Java and Jags event, please do. It is always such a great time. DS



# JCSWF's Inaugural Concours

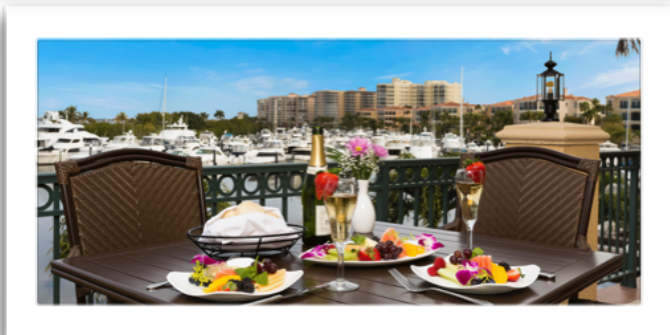
Phil Mannino unveiled to members at our Java and Jags event our first planned Concours d'Elegance. The event is scheduled for Saturday, November 19th at the Gulf Harbour Yacht and Country Club in South Fort Myers, FL. This should be a beautiful setting for our inaugural show.

The Hilton Garden Inn in South Fort Myers is being considered as the selected hotel for out of town participants.

If you've ever wanted to enter your car in a Concours, but never had the opportunity, now is your chance. We are planning upcoming events where we will show you how to best prepare your car or just simply come and display it and enjoy the company of other Jag owners. Visit our website for more information.

Contact Phil Mannino for more details at:

[philmannino2@gmail.com](mailto:philmannino2@gmail.com)



Jaguar's beautiful C-X75 concept car was recently featured in the most recent James Bond film "Spectre" as the villain's car. It is good to be bad!

The Gulf Coast Growler is a quarterly newsletter of the Jaguar Club of Southwest Florida, a chapter of the JCNA.

Please contact editor for story and news submissions at:

[jagster85@gmail.com](mailto:jagster85@gmail.com)

Please contact John Welch for advertising opportunities at:

[welch427@att.net](mailto:welch427@att.net)

Visit our Club's Website at:

[JaguarClubofSWF.com](http://JaguarClubofSWF.com)

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## THE ART OF PERFORMANCE

Vehicle shown: 2016 Jaguar XJL Portfolio with optional 20" Orna wheels. \*Class is cars sold by luxury automobile brands and claim is based on total package of warranty, maintenance and other coverage programs. For complete details regarding Jaguar EliteCare coverage, please visit [JAGUARUSA.COM](http://JAGUARUSA.COM), call 1.800.4.JAGUAR or visit your local Jaguar Retailer. © 2015 JAGUAR LAND ROVER NORTH AMERICA, LLC

Jaguar Club of Southwest Florida  
P.O. Box 2302  
Bonita Springs, FL 34133



## Year Beginning Celebration

We all had a fun evening at the Lighthouse Waterfront Restaurant in Fort Myers, celebrating the New Year and the first anniversary of our club. It was planned for Friday, Jan 15th but due to a storm & power outage that day, we rescheduled for Thursday, Feb 4th. It's a great location with a Marina view and everyone enjoyed the buffet options, including Chicken, Beef & Salmon.

John Welch started the speeches by introducing new members, Peter Gough, Steve Welsh & Martha and Russ Dennis. Then our Founder, Robert Bruce handed out Growler awards to several members who had made special contributions over the year, including Larry & Bunnie Gleeson and Ilona Leffingwell. Derry Haynes talked about planning a UK trip next year and Phil Mannino talked about our Concours d'Elegance, later in the year....JW

