

## Executive Director's Report July 2010

### Membership (YTD starting April 1)

	July 2010	July 2009	YTD 2010	YTD 2009	Gain/(Loss) vs. prior yr.	
New Members	80	91	389	412		
Lapsed Members	(175)	(207)	(736)	(1,418)		
Net Gain (Loss)	(95)	(116)	(347)	(1,006)		
			7/31/2010	7/31/2009		
Regular Members			16,864	18,090	(1,226)	-6.8%
Family/Associate			1,124	1,144	(20)	-1.7%
Life			244	245	(1)	0.0%
Contributory			125	116	9	7.8%
Business			169	117	52	44.4%
Total Members			18,526	19,712	(1,186)	-6.0%
Budget Dues	\$92,840		\$273,780			
Actual Dues	\$95,371		\$278,155	\$295,407	(\$17,252)	-5.8%
Difference	\$2,531		\$4,375		vs. budget >	1.6%

Year to date membership is down 347 (1.8 percent) compared to down 1,006 (4.9 percent) last year and up 218 the preceding year.

### Finances

#### FY 2011 OPERATIONS SUMMARY

	INCOME	EXPENSES	NET INC/EXP	CAPITAL	NET
FIRST QTR	498,543	570,479	(71,936)	2,860	(74,796)
JULY 2010	174,684	166,263	8,421	0	8,421
YTD ACTUAL	673,227	736,742	(63,515)	2,860	(66,375)
YTD BUDGET	676,350	752,995	76,645	17,000	(93,645)
Budget revised June 2010					
YTD VARIANCE	(3,123)	16,253	13,130	(14,140)	27,270

Income for the current year is 0.46 percent below budget, while expenses are below budget by 2.16 percent. This is a net actual shortfall of \$63,515 on a YTD expense budget of \$752,995 before capital.

### Investments

FUND	COST	VALUE 7/31/2010	INSTRUMENTS
NAWCC Investment Fund	\$540,504	\$457,699	Corporate Bonds, CD & Cash
Life Membership Fund	\$128,329	\$82,772	Stocks, Bonds & Cash
Museum Endowment Fund	\$300,110	\$284,282	Mutual Funds, CD & Cash
Museum & Library Investment Fund	\$781,629	\$703,356	Bonds, Equities, CD & Cash
Library & Research Center Endowment	\$88,353	\$87,881	Bonds, Equities & Cash
School Endowment	\$173,395	\$176,458	CD & Cash
	\$2,012,320	\$1,792,448	

The current values on investments reflect paper gains and losses due to market fluctuations. Since most of our investments are held to maturity, actual gains and losses will only occur at maturity or when an investment is sold.

## **Development**

Regular donations total \$67,943 YTD versus \$51,028 the previous year. Grants total \$0 YTD versus \$23,923 last year. Endowment/investment fund donations total \$0 versus \$18,276 last year. In-kind donations total \$285 versus \$457 last year. In-kind donations do not include items donated to the School or to Museum collections for which the value is not determined. Fifteen wills guides have been distributed to members as a result of the *Watch & Clock Bulletin* carrier sheet offer this spring.

## **Information Services**

The 4sale\$awcc has been functioning with few problems since turning on the auction features. Members registering on the site currently number 312, and there are 94 classified listings and 5 auction listings. The site will be opened to the public to buy in mid-August. Our Association management software was updated on July 14 with about two weeks afterwards being utilized to work out a few bugs. Headers for all our websites have been updated to highlight joining the NAWCC. Videos and archival materials continue to be uploaded.

We have had an SEO (Search Engine Optimization) review of our NAWCC website. The results were very positive and indicate that we are doing most of the right things necessary to rank our website as being trustworthy and containing good content. We received a grade of 94 out of a 100, which means we are in the top 1 percent of websites on the Web.

We have received bids and selected a contractor to install a fiber-optic link between our main building and our school building. The present connection using wireless transmitters has been problematic with our phones utilizing IP or network phones and the increased computer use at the School.

## **School of Horology**

Classes continued during the month of July. The School was closed July 4-9 in observance of Independence Day. Classes convened July 12. Jennifer Adams and Katie Knaub attended VA-Once Training pertaining to Veterans benefits in Harrisburg, PA, on June 12. Ms. Adams and Mrs. Knaub also attended PHEAA training at the school on July 21 for Pennsylvania grants. Sam Sherman, watch instructor, attended class at the Swatch Group in New Jersey for further education on quartz movements and watches from July 26 through July 30. The SOH service center has had a steady stream of watch and clock repair work. The School eBay store continues to list items as time allows.

## **Museum/Library**

The Museum's admission revenue for July was \$6,805. Visitation for July was 1,777 visitors, including 71 NAWCC members (4.0 percent). This represents the highest level of July visitation since 2001 and is the result of both regular Museum visitation and attendees to the Hops 'N' Clocks fund-raising event. The Museum/Library's Hops 'N' Clocks fund-raising event raised \$4,495 for Museum/Library operations. The event sold out this year for the first time, with over 275 attendees. NAWCC Store sales for July were \$5718.70. Staff is continuing to fill out AAM Accreditation worksheets for submission to the AAM in the summer 2010, finalizing worksheets for facility, financial, and collections. Staff continues to work with the Gallet Watch Group on promoting the sale of their Museum Edition Flight Officer wristwatch.

The Museum's online searchable collection database recorded 2,763 searches via the database's website. We received information that a significant private collection of Patek Philippe pocket watches will be transferred to the Museum in August and that an NAWCC Chapter is interested in supporting the exhibition of the collection. The Museum Curator continues to work on refining the collection database's information, making it more useful for researchers.

The Library had 240 visitors for the month and loaned 342 items; 97 research and reference questions were answered, 173 items were donated, and 7 acquisitions were purchased.

## Publications

The August *Watch & Clock Bulletin* was delivered to the Columbia offices on Friday, July 30, and mailing was completed that day at Cadmus. The *October Watch & Clock Bulletin* will include the annual State of the Association, a report on the National Convention by Lee Davis, and all regular features with the exception of *Horologica*. Article topics include china-case clocks, Waterbury Rotary watches, and Part 5 of Watkins' series on complicated watches. The October issue will include 32 pages of color, rather than the usual 16. We received a reasonable cost estimate for this due to Cadmus' recent installation of a 32-page color press.

The August *MART* was delivered to the vendor on Monday, July 12, and copies were received by July 19. The August *MART* focused on the annual "6 for 5" advertising available starting in October. Advertising income for August was down; see below.

Issue Number	Issue Date	Revenue per Issue
353	Apr-10	\$28,733.20
354	Jun-10	\$26,439.55
355	Aug-10	\$18,493.90

Mark McKinley's book on talking clocks is still underway. Sound files were identified and organized for inclusion on the CD to accompany the book. Publications Department computers were upgraded from 2 to 4 Gig of RAM. All computers were upgraded to Adobe Design Premium Creative Suite 5.

A School of Horology financial aid booklet was copyedited and formatted. A new School of Horology brochure was created. The Museum Educator's Short Hands booklet was created. Casino Night and Wine & Chimes posters were created. New website banners were developed and created for [nawcc.org](http://nawcc.org), emphasizing joining the NAWCC. The Flash flipbooks available online to members for *Bulletin/MART* browsing were enhanced with Table of Content pages featuring links to content. The Publications area of the website was updated to feature the August issues and new banners were designed for "6 for 5" promotion.

## Communications

As always, Communications continued to maintain and expand the assorted NAWCC websites, updating them as necessary. Internet duties included monitoring the NAWCC message board and other online resources, including the NAWCC Community Center and the new 4Sale\$NAWCC. The 4Sale Auction website is now fully operational and has entered final beta testing—it should be available to the public within a few short weeks. The July editions of the Lapsed Member e-notice and Winding Up e-zine were sent via Constant Contact, as well as several specially targeted email ad mailings.

Communications also prepared and mailed press releases for the Wooden Gear Clock Repair Workshop, the August Calendar of Events, and James Bond Weekend. In support of special events they planned the layout of tables for Hops 'N' Clocks, distributed marketing materials to local TV and papers, met with artists from Friedly Fine Art and Through the Fire Glass as they assembled sculpture over a two-day period, and fully supported the sponsorship for the Hops 'N' Clocks event, plus contacted close to 30 wineries and restaurants for the upcoming Wines & Chimes event.

## Education/Volunteers

Our educator continues to process workshop registrations, coordinate advertisement with *MART* and marketing departments, and assist instructors with preparing course material. Education also began the initial scheduling for 2011 workshop offerings. We have started on the initial research for the 2011 exhibit on clockworks.

The educator continues to assist students who are eligible to receive financial aid and those who are interested in learning more about financial aid. The first round of direct loans for students has been processed as well as the disbursement of the Pell grants. Katie continues to learn software and programs associated with processing aid. Jennifer Adams and Katie met with the PHEAA coordinator in regards to the state grant program. This is the first year we are eligible to participate for students who meet PHEAA grant requirements. An SOH financial aid handbook was developed for future and current students to inform them of the process for applying for financial aid and what type of aid they may be eligible for through various programs.

We are hosting one Way to Work participant through the LETA program. This is an adult worker who is working in the Library/Archives 40 hours a week, and her wage is being paid for through this county/federal program. She will be with us for six weeks.

Katie assisted with the third annual Hops 'N' Clocks fund-raising event. The events team also continued planning for the Casino night to be held in conjunction with the James Bond Weekend on September 10-11, 2010, as well as the fall Wine & Chimes event in October. We held a very successful Secret Agent camp for kids on July 20th and 22nd, and we have added a third offering in August because of the demand we have received.

### **Admin/Other**

Time was spent coordinating the continued development of the 4Sale\$NAWCC auction/classified website and considering various ways to encourage more persons to join the NAWCC. Work continues on the group exemption application working with the chapters and the IRS. Follow-up on a number of issues was also accomplished. One week was taken for vacation.

J. Steven Humphrey, Exec. Dir.      8/13/10