

Executive Director's Report December 2010

Membership (YTD starting April 1, 2010)

	December 2010	December 2009	YTD 2010	YTD 2009	Gain/(Loss) vs. prior yr.	
New Members	107	128	862	893		
Lapsed Members	(83)	(78)	(1,663)	(2,312)		
Net Gain (Loss)	24	50	(801)	(1,419)		
			12/31/2010	12/31/2009		
Regular Members			16,412	17,626	(1,214)	-6.9%
Family/Associate			1,090	1,154	(64)	-5.5%
Life			243	245	(2)	-0.1%
Contributory			137	126	11	8.7%
Business			190	148	42	28.4%
Total Members			18,072	19,299	(1,227)	-6.4%
Budget Dues	\$129,050		\$874,310			
Actual Dues	\$120,320		\$856,552	\$913,521	(\$56,969)	-6.2%
Difference	(\$8,730)		(\$17,758)		vs. budget >	-2.0%

Fiscal year-to-date membership is down 801 (4.2 percent) compared to down 1,419 (6.9 percent) last year and down 454 the preceding year.

Finances

FY 2011 OPERATIONS SUMMARY

	INCOME	EXPENSES	Net Inc/Exp	CAPITAL	NET
FIRST QTR	498,543	570,281	(71,738)	2,860	(74,598)
SECOND QTR	516,887	545,864	(28,977)	6,000	(34,977)
OCT 10	253,972	214,004	39,968	4,782	35,186
NOV 10	169,414	167,249	2,165	1,293	872
DEC 10	215,596	220,917	(5,321)	0	(5,321)
YTD ACTUAL	1,654,412	1,718,315	(63,903)	14,935	(78,838)
YTD BUDGET	1,656,555	1,728,077	(71,522)	17,000	(88,522)
YTD VARIANCE	(2,143)	9,762	7,619	2,065	9,684

Income for the current year is 0.1 percent below budget, while expenses are less than budget by 0.5 percent. The net actual shortfall is \$63,903 (3.7%) on the YTD expense budget of \$1,728,077 before capital.

Investments

FUND	COST	VALUE		INSTRUMENTS
			12/31/2010	
NAWCC Investment Fund	\$540,504		\$486,628	Corporate Bonds, CD & Cash
Life Membership Fund	128,329		75,205	Stocks, Bonds & Cash
Museum Endowment Fund	300,110		298,510	Mutual Funds, CD & Cash
Museum & Library Investment Fund	781,629		747,605	Bonds, Equities, CD & Cash
Library & Research Center Endowment	88,353		93,307	Bonds, Equities & Cash
School Endowment	173,395		177,495	CD & Cash
	<u>\$2,012,320</u>		<u>\$1,878,750</u>	

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

Development

Regular donations total \$127,073 YTD versus \$108,452 the previous year. Grants total \$0 YTD versus \$23,923 last year. Endowment/investment fund donations total \$5,820 versus \$22,684 last year. Pledge payments YTD are \$8,692. In-kind donations total \$5,067 versus \$7,921 last year. In-kind donations do not include items donated to the School or to Museum collections for which the value is not determined.

The annual fund campaign through the end of December had total donations of \$33,789 as compared to \$41,560 last December. Because overall regular donations are ahead of last year, some who have given have done so earlier in the year or not identified the gifts as associated with the annual fund.

Information Services

Information services added links on the NAWCC homepage in the “What’s New at the NAWCC” section. The links open the Museum Collection Search page and also a listing of all the Members Only Features available on our website.

Nine additional videos were converted and uploaded to the Members Only Video collection on the website. Additional videos will be uploaded as we secure permission from the presenters. We set up a small multi-media center with VHS/DVD player, a monitor, and connection to a computer to monitor and convert video files for uploading to the server.

The new Exchange server is ready to have the Exchange software installed. We replaced the DVD drive in the main File and Print Server. A laptop was upgraded to Windows 7 and Office 2010 to replace Steve Humphrey’s failing laptop. Sage MIP Fund Accounting software was upgraded to version 10.2.6. We reorganized all our software install disks for staff computers as well as the Servers.

After the iMIS membership software update, we found that the web expiration date was not being updated to match the paid-through date. Tom McIntyre wrote a script to update all the records. IBC is also writing a script to automatically update the web expiration dates when the members paid-through date changes.

School of Horology

Classes continued during the month of December. One Watch Program student withdrew from the school. The student did not give a reason and left before meeting with the School Director. The school held the second Program Advisory Meeting of the year on December 1. These meetings are to be held at least twice a year and are mandatory for Accreditation.

Jim Michaels had a meeting and inspection of the service center with a member of the Swatch Group on December 8. The school was approved as an official parts distributor for 20 companies, including Tiffany and Co., Omega, Breguet, Longines, Tissot, Swatch, and Mido.

The SOH service center has had a steady stream of watch and clock repair work. The service center continues to repair and sell timepieces on eBay for customers. Income is the result of customers who frequently commission repairs in addition to the commission off each sale the service center receives. The school continues to list school items on the 4Sale\$NAWCC site and the eBay store as time allows.

The school was closed December 20-31 for winter break.

Museum/Library

Museum admission revenue for December was \$2,212. Visitation for December was 556 visitors including 18 NAWCC members (3 %). NAWCC Store sales for December were \$4,676. December visitation was consistent with the month’s visitation for the last three years, though visitation may have been better had the

holiday not fallen on a Saturday this year. The Museum partnered with a local charity group to provide a Santa Claus picture-taking opportunity at the Museum at the beginning of the month and again served as drop off point for the Toys for Tots program. The Museum received a checklist from the American Association of Museums regarding further information or clarification for our self-study and this is being completed.

The Museum's online searchable collection database recorded 2,452 searches via the database's website; total searches for 2010 were 28,482. German clock movements from the Deutsches Uhrenmuseum were shipped from Germany to the Museum at the end of the month and are expected to arrive in early January. The Museum Curator and volunteers (including NAWCC School of Horology Clock Instructor Al Dodson) continue to work on refining collection database information, making it more useful for researchers.

Museum staff are finalizing loan requests, preparing for 2011 exhibits, and beginning the process of fundraising and object selection for 2012. Museum staff has begun discussing sponsorships for the 2012 *Time Out!* exhibit with a major watch company and a sports display company. The Museum's exhibit staff is continuing to brainstorm about public-interest horological exhibits for 2013 and out. We hope to have this schedule finalized by the beginning of February.

Requests for upcoming-exhibit funding were sent out to a number of private companies and foundations in December. These requests were principally to support projects like exhibits and building-related projects, including security upgrades, software upgrades for the store, etc. We confirmed that BigC will once again attend the NAWCC National Convention to market their DinoLite Magnifying Cameras. This will require store personal to attend to ensure smooth transactions and maximize the return to the NAWCC for the sale of these items.

The Library had 94 visitors for the month and loaned 118 items; 86 research and reference questions were answered, 147 items were donated, and 14 acquisitions were purchased.

Publications

The February Bulletin was finalized in December. The February issue features nine articles, candidate information for the 2011 election, and an inserted tear-out ballot.

The February MART was delivered to the vendor on January 11. Advertisers were alerted several times of the February deadline via Constant Contact. Long-time advertisers who take advantage of the 6 for 5 offer were phoned if their ads were due to expire. A new insertion order form for in-house use was created in Adobe Acrobat. The issue is 64 pages and includes the revised bylaws and a question/answer section about the bylaws.

A contract was sent to Tom Spittler for his revised *Clockmakers and Watchmakers in America by Name and by Place*. Work is in process on Phil Balcomb's *Clock Book*. Richard Watkin's *Watch Collecting* book is being reviewed.

Copyediting and proofing continues on all marketing material, including the eHappenings newsletter; the eHappenings header graphic was redesigned for January. Promotional NAWCC MART ads were developed and designed as needed, including a new ad for the School of Horology programs. Promotional posters were designed for "Join NAWCC" and "Make and Take" workshops. A banner was designed for the upcoming Clockworks exhibit. Assistance was provided to create graphics for a quilt project for the 2011 Convention. A Museum volunteer brochure was designed.

Updates were made to the Publications area of the website. Work on WatchDig, a new watch website initiative, began in December.

Communications

Communications maintained the various NAWCC websites, monitored and provided support for all NAWCC online resources, and offered technical advice and customer service via phone and email. Several

chapter websites were updated and edited. The January (Holiday) issue of our online members e-zine Happenings was researched, designed, and sent, as were various Constant Contact e-press releases and scheduled membership notifications. The Director of Communications presented a workshop at the December Chapter 1 meeting in Oaks, PA, on the new role of NAWCC internet resources in the Association, and also attended a seminar in Washington, D.C., about the Higher Logic interactive social media platform (used to power the NAWCC Community site). Editing and development continued on a PowerPoint presentation to be adapted into a video presentation about the NAWCC. Newsletters for Chapter 141 were printed, mailed, and invoiced. The department followed up on Homeschooler's Guide advertising and updated media lists for press releases and general event contacts, and submitted the 2011 event list to local magazines and publications.

Communications negotiated a new publicity arrangement with the Adventure Guide, including close to \$2,500 in free advertising, followed up on all supply arrangements for the December Board Meeting, confirmed reservations for Board meetings and dinner, set up and provided food service area for BOD while in session. Arrangements were made for the Santa Day event including helping to run the "Visit from Santa" event, plus set-up and decorations. Arranged employee Christmas lunch event and confirmed arrangements for delivery of tree for the lobby. Negotiated a donation of a new (\$1000) artificial Christmas tree for the Museum lobby and arranged with Toys for Tots for donation of toys collected at Christmas luncheon.

Education/Volunteers

Education continued to prepare materials for the new watch valuation course. We coordinated a booth again to promote our workshop and school for the Cabin Fever Expo in York, PA. We are also beginning research into hosting webinars. We are also continuing background research on the Clockwork exhibit for April 2011, including securing additional loans of objects and initial exhibit space layout.

We continue to meet with prospective School of Horology students in person and over the phone to answer questions regarding student aid available.

We took a free webinar hosted by volunteer match on how to highlight and showcase the work volunteers do within organizations more effectively. Total Volunteer Hours for December: 320

A holiday-theme family timepiece make-a-clock workshop was organized and hosted in conjunction with children visiting the Museum to see Santa Claus. We are continuing to receive interest by scout troops in our overnight programs as well as our make-a-clock workshops.

Facilities

Two lights next to the main entrance of the School were replaced. We had an HVAC technician in to check the condensation tank, because the humidity level shot up overnight. The arm on the release valve was broken and we have the part on order. We are controlling the humidity manually.

The controller purchased a new snow blower to save time for the snow removal of the over 1,000 linear feet of sidewalk we have. He compared prices from five different places before he purchased the snow blower and saved over \$200 from the next price for a comparable unit. We recently used it after receiving over five inches of snow.

Admin/Other

The IRS had indicated that they should be completing their review of our Group Exemption application in early December. When I checked January 10, I was told that their office is understaffed and that they would be getting to the review soon. If they accept the documentation, it will then be forwarded to a quality assurance section, which currently has a 3-6 month backlog. Hopefully we will have an indication of the status after their review, and we then will have to wait for approval from the quality assurance section.

I continue working with staff on evaluations for the past year and setting goals and objectives for this year. New member application forms are being prepared to use at regionals and other events. These will include

the new youth and introductory memberships approved at the December board meeting. A student membership is still under consideration.

The 4Sale\$NAWCC auction/classified site registered its 700th user on December 13. Registration is growing at more than 100 a month. Listings are still on the light side with 70-80 listings currently active. The site has had over 5,300 visits in the last 30 days from over 4,000 unique visitors. Revenue for the site is minimal because of the low number of listings and most of the members are only using the current three free classifieds.

The board met in Columbia on December 3 and 4. I was out 6 ½ days during the month for vacation and holidays.

J. Steven Humphrey, Exec. Dir. 1/13/11