

Executive Director's Report October 2011

Membership

Fiscal Year starting April 1, 2011	October 2011	October 2010	YTD 2012	YTD 2011	
New Members	85	82	724	650	
Lapsed Members	(150)	(256)	(1200)	(1407)	
Net Gain (Loss)	(65)	(174)	(476)	(757)	
Twelve Month Comparison			10/31/2011	10/31/2010	Gain/(Loss) vs. prior yr.
Regular Members			15,896	16,466	(570) -3.5%
Family/Youth			1,030	1,094	(64) -5.9%
Life			239	243	(4) -1.7%
Contributory			151	135	16 11.9%
Business			243	178	65 36.5%
Total Members			17,559	18,116	(557) -3.1%
Budget Dues FY	\$92,670		\$613,060		
Actual Dues FY	\$94,697		\$618,452	\$638,398	(\$19,946) -3.1%
Difference	\$2,027		\$5,392		vs. budget > 0.9%

Fiscal year-to-date membership is down 476 (2.6 percent) compared to down 757 (4.0 percent) last year and down 1,309 (6.3 percent) the preceding year.

Finances - 2011 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
1ST QTR	525,917	579,019	(53,102)	0	0	(53,102)
JUL 2011	138,613	154,246	(15,633)	0	10,400	(26,033)
AUG 2011	166,637	193,180	(26,543)	0	0	(26,543)
SEP 2011	148,622	162,272	(13,650)	0	0	(13,650)
OCT 2011	183,012	183,801	(789)	0	4,978	(5,767)
YTD ACTUAL	1,162,801	1,272,518	(109,717)	0	15,378	(125,095)
YTD BUDGET	1,288,245	1,301,570	(13,325)	0	14,400	(27,725)
YTD VARIANCE	(125,444)	29,052	(96,392)	0	(978)	(97,370)

Income for the current year is 9.7 percent below budget, while expenses are less than budget by 2.3 percent. The net actual shortfall is \$109,717 (8.6 percent) on the YTD expenses of \$1,272,518 before capital and transfers.

Investments

Short-Term Investment Account*	VALUE		INSTRUMENTS
	COST	10/31/2011	
NAWCC Investment Fund	\$534,707	\$467,624	Corporate Bonds, CD & Cash
Life Membership Fund	116,045	62,129	Stocks, Bonds & Cash
Midwest Scholarship Fund	29,185	30,097	
Library Acquisitions	11,267	10,992	
Museum Acquisitions	51,007	51,758	
Standard Investments	742,211	622,600	
Long-Term Investment Account*			Cash, Corporate Bonds, Mutual Funds
Heritage Fund	49,905	47,092	

Museum Endowment Fund	305,469	298,291
Museum & Library Investment Fund	731,395	738,643
Library & Research Center Endowment	88,453	92,281
School Endowment	173,395	172,673
Pritchard Fund	44,120	41,842
Midwest Scholarship Fund	1,379	1,341
Sub-total Long-Term Investments	<u>1,394,116</u>	<u>1,392,163</u>
 Total Investments	 <u>2,136,327</u>	 <u>2,014,763</u>

*Consolidated Long-Term funds balance-Individual named account balances calculated

The current values on investments reflect paper gains and losses due to market fluctuations. Because 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 \$103,187 YTD versus \$85,794 for the previous year. Pledge payments YTD are \$10,500. In-kind donations total \$5,801 versus \$5,067 last year. In-kind donations do not include items donated for which the value is not determined. The Gallet Watch Co. donated \$6,000 for exhibits and Hamilton Watch Co. donated \$5,000 to the Library for research and assistance in conjunctions with the 120th Anniversary Celebration in 2012.

October chapter contributions: Minnesota OT Lang Chapter 20 gave \$500 for theater audiovisual upgrades.

As of the end of October the 2012 Annual Fund Campaign has resulted in gifts totaling \$21,512 from 197 donors. The largest gift to date is \$3,000 toward two of our endowment funds. A second reminder letter is planned to prior donors who have not yet responded.

Information Services – Kevin Osborne, IS Director

We converted the following DVDs to Flash video and uploaded them to the website for online viewing by our membership:

866D - Eli Terry Wooden Movement Clocks the American System of Manufactures and the Origins of Mass Production by Donald Hoke. Dr. Hoke gave his presentation at the 2007 Ward Francillon Time Symposium in York, PA.

901D - Standards Methods and Automatic Machinery of the Waltham Watch Company by George Collord.

902D - Waltham Watch Company Exhibit Walking Tour by George Collord. George Collord's presentations were recently recorded at the 42nd Annual Eastern States Regional, August 19, 2011, in Syracuse, NY.

We thank Tom Borkowski and the Program Committee for sending us some well-appreciated equipment. The DVD duplicator has already had a serious workout, providing much needed DVD copies for the Library, and the VHS/DVD dubbing player has also been very helpful. Thank you very much!

Our Business Membership directory continues to grow with new members. We now have 243 members.

We have received, set up, and installed four computers from George Kabacinski. Two of the PCs have replaced the computers used for the POS system in the store. They are touch screen computers. Pressing the screen at the location of the appropriate button will process the transaction. A mouse and keyboard can also be used. We purchased new Bar Code readers for each computer as well.

The other PCs are all-in-one computers that fit nicely at the research desks we have in the Library. They each replace a nine-year-old computer and also free up two flat screen monitors, which can be used elsewhere. All four computers are running Windows 7 and the two new Library computers come with a limited version of Microsoft Word and Excel known as Office Starter 2010 at no charge.

In conjunction with these new installs, we are reconfiguring the newer replaced computers with Windows 7 and Office 2010. Four computers have already been updated and three of them are in place. The upgrade to

Office 2010 was free of charge as a result of a Microsoft program known as Software Assurance. Because we purchased ten copies of Office 2007 last year (at a reduced cost of \$32.00 each from TechSoup), I have until the end of January to update them free of charge to Office 2010. I have made five updates already and will finish the rest as computers become available for reconfiguration.

School of Horology – Jim Michaels, School Director

Classes continued through the month of October. The watch program held W-500 Swiss Lever Escapement and began W-600 Hairsprings. The clock program held C-600 Chiming Movement Clocks followed by C-700 Tall Clocks

The National Center for Educational Statistics requires each school to complete a set of surveys through the Integrated Postsecondary Education Data System. The completion of all IPEDS surveys, in a timely and accurate manner, is mandatory for all institutions that participate or are applicants for participation in any federal financial assistance program authorized by Title IV of the Higher Education Act of 1965, as amended. The completion of the surveys is mandated by 20 USC 1094, Section 487(a)(17). The first set of surveys was due October 19 and was completed ahead of the due date by Registrar Jennifer Adams.

The SOH service center has had a steady stream of watch and clock repair work. The service center continues to both repair and sell timepieces for customers. Customers often have the timepieces repaired prior to sale. The service center receives a commission off sales. Repair receipts April-October were \$47,734, compared to \$17,853 for the same period the prior year.

Museum/Library – Noel Poirier, Museum Director

The Museum's admission revenue for October was \$5,225. Visitation for October was 1,291, including 37 NAWCC members (2.9 percent). NAWCC Store sales for October were \$8,085. October 2011's visitation exceeded the month's average visitation for the last five years. The Museum continues its partnership with the Turkey Hill Experience attraction, to date having sold over 700 joint tickets combined. The Museum held its annual Wine & Chimes fundraiser this year, and although ticket sales were down from previous years, the event still raised over \$3,000.

The Museum's online searchable collection database recorded 2,262 searches via the database's website. The Museum Director conducted a handful of telephone interviews with prospective replacements for the retiring Library Director. Further, on-site, interviews are being scheduled for November with candidates. Numerous resumes have been received for the position. In addition, resumes for candidates for the 2012 Gallet Guest Curator of Wristwatches have also been coming in and the Museum Director hopes to begin the process of selection in December. The Museum received the donation of an early eighteenth-century English tall clock as well as a handful of other items that the Museum Collection Team will review for possible accession to the collection. Photography of the Museum collection for the collection database continues. The recent upload of data to the online searchable database contained over 7,000 images, up from the just over 5,000 images originally uploaded when the site began.

The Museum sent loan requests to institutions and individuals for the loan of a number of objects for the 2012-2013 exhibit season highlighting timekeeping in sports and the personal timepieces of fighting men and women. In addition, requests will be sent to local veterans organizations soliciting timepieces for the Enlisting Time exhibit. The current exhibits continue to be well received by Museum visitors, and arrangements will begin to be made for the return of items loaned for the Clockworks exhibit following its close at the end of 2011.

The Museum and Library will begin working on the material requested for the Hamilton Watch collaboration project scheduled to be underway in early 2012. Assistance will be principally providing information on various Hamilton wristwatches and graphic material for a website and exhibits.

The Library had 158 visitors for the month and loaned 192 items; 115 research and reference questions were answered, 22 items were donated, and 6 acquisitions were made.

Education/Volunteers – Katie Knaub, Education Director

Two former congressmen toured the Museum as part of Millersville University's Congress to Campus program. Several school programs were conducted at the Museum. We conferenced with the instructor for the appraisal course to go over revisions to the manual for the two appraisal courses and have begun making the changes to the manual. We also attended a webinar on the new iMIS upgrade and its new features.

For the School of Horology, we attended two webinars for financial aid: one on the gainful employment regulations and the other on updates to the direct loan program. We continue to take these webinars as they are offered, so we are kept current in federal regulations for student funding. We researched all student records from 2006 to the present and entered the records into the gainful employment website per new federal regulations.

We had one student volunteer to assist in classroom painting and staining as part of her community service requirement for college. We also interviewed an intern for the spring semester who will be assisting us with the Time Out! special exhibit. Total Volunteer Hours for October: 567

We met with local reporters who were covering our upcoming Homeschool Day program. We held the Wine & Chimes Museum and Library fundraiser event. We also continued to take registrations for our Homeschool Day program and gather materials for the event. At an area nursing home we conducted an outreach program on the Museum and the history of timekeeping.

Publications - Diana De Lucca, Editor

The January/February issue of the *Watch & Clock Bulletin* was in production this month. The January/February 2012 issue features seven lengthy and two short articles and the usual regular features. Coordination with authors and peer reviewers continues on articles for future issues.

Mart & Highlights reminder letters were mailed and emailed to regular and 6for5 advertisers, auction houses, and regionals. A special December *eHappenings* will list all of our October advertisers; these advertisers have the opportunity to expand their listings with a commitment to 2012 advertising.

MART potential advertisers, assembled from other horological publications by Elise Leytham, are being phoned to ascertain their interest so that a new media kit for NAWCC advertising can be distributed to those interested. New advertisers continue to be added to the online Mart Marketplace.

Tom Spittler's *Clockmakers and Watchmakers in America by Name and by Place* has been delivered to the printer; books should be completed in five weeks. The NAWCC will receive 75 books at no cost, with the option to purchase more at a 40 percent discount. The NAWCC will sell the book for \$60, except to current NAWCC members, who will be offered the opportunity to purchase the book at a 10 percent discount (\$54), and to new NAWCC members, who will be offered the opportunity to purchase the book for \$45. Pricing does not include postage and handling costs.

Richard Watkins' *Watch Collecting* book has been reviewed and corrected. The index, which was created by the author, is now being corrected to reflect the final-page-layout page numbers.

Image scanning and digitizing text has been completed for Philip Balcomb's *The Clock Book* and layout designs are underway.

Work on the WatchDig blog site continues to be a major focus of the Publications Department. Staff continues to post content and review all posts. Progress has been made on the watch database. All articles have been reviewed and tags added.

Staff continues to update nawcc.org as needed. Redesigns of the donate and join pages are still in process. The online membership application was revised. The 2011 Crafts Contest winners were posted online

Copyediting and proofing continues on all marketing material: primarily *eHappenings* and press releases. The NAWCC new member brochures were redesigned and produced.

Communications – Markus Harris, Communications Director

Communications adjusted and maintained NAWCC websites and online resources and provided technical advice and individual customer service via phone and email. Printed, mailed, and invoiced newsletters for Chapter 1 (two mailings, including a meeting cancellation notice), Chapter 141, and Chapter 3. Sent Constant Contact email blasts for several National and Chapter level events, sent targeted Constant Contact mailings on various topics including Regional and area chapter events. Developed and mailed out press packets with posters and flyers for Wine & Chimes and Night at the Museum Sleepover. Emailed info for Gallet Watch Curator position to Watch Forum administrators. Called and arranged for press development of story about Randall Cleaver and Found Time for *Washington Post*, emailed release, photos, and videos. Communications also contacted regional press outlets regarding involvement in Milton Hershey Clock project at School of Horology, with additional press support online. Developed and sent press release for Homeschool Day. Developed and formatted October/November edition of NAWCC *eHappenings* Internet newsletter. Designed, produced, and implemented new BOD-requested “Horological Conservation” webpage.

Communications continued follow-up activities with vendors for Wine & Chimes (confirmed ice delivery, electricity, refreshments). Designed site layout for event (band location, radio station, vendor placement). Planned staff Halloween luncheon attendance, decorations, food, activity, setup, and teardown. Reserved dates and menus at Symposium and Loxley’s for December BOD meeting. Contacted Symposium to reserve room and plan menu for Employee Christmas Party, confirmed block of rooms for December BOD meeting, and contacted Board members. Set up facility for Wine & Chimes and followed up with post-event vendor feedback. Made arrangements for Santa’s appearance (Dec. 10 “Visit with Santa” and “Holiday Workshop”).

Facilities – Chuck Auman, Controller

In the month of October we continued with roof problems with two additional leaks. We had the filters replaced on the water coolers, because Columbia was on a boil water advisory for four days to make sure the filters continue to provide safe water.

We received the insurance check for the sump pump replacements, less our \$1,000 deductible.

I received a second quote for the elevator shaft water discharge line for \$875. I will schedule this next month; this investment will provide protection for the elevator and lessen the chance of water reaching the basement floor. A quote of \$60,000 for a generator and installation was obtained. I will add this item to the future major items list I am preparing.

I spent four hours here on Sunday, Oct. 30, clearing the snow from the sidewalks and part of the parking areas to make sure we could open in a safe manner.

Admin/Other

Personnel ads have been placed for the Library Supervisor and Member Services Assistant. Liz Mackinson in Member Services is retiring at the end of November, and Sharon Gordon is retiring at the end of the year from her Librarian position.

I have been working with the Development, Education and Membership Task Forces as they work on their research and recommendations to be presented at the December Board meeting. Work on the preliminary 2013 budget and 2012 financial projections is ongoing.

The 4sale classified/auction website passed 1,600 registered users during October. The traffic to the site has held steady, but the number of listings has not increased as it continues to float around 50-70 listings. I presented a program on NAWCC Internet resources, including the 4sale website at a number of regionals this year. Many members are not aware of the diverse Internet resources available.

The classroom project in the lower level is nearly completed. Some painting touchup is in process, and a final inspection will be scheduled.

I am investigating health and other insurances for Association members. A firm that has worked with many associations over the last 23 years may benefit a number of our members who do not have access to health insurance and other insurances through an employer or other group. They can assist by providing personal service and often can obtain real savings through their national network.

I attended the Mid-Eastern Regional in Hampton, VA, on October 14 and 15 as the National representative. I also attended the Ward Francillon Time Symposium in Hebron, KY, on October 20-22. At the end of the month I took some vacation to go on a cruise to Bermuda.

J. Steven Humphrey, Exec. Dir. 11/14/11