

## Executive Director's Report January 2012

### Membership

Fiscal Year starting April 1, 2011	January 2012	January 2011	YTD 2012	YTD 2011		
New Members	101	122	1022	984		
Lapsed Members	(179)	(154)	(1671)	(1817)		
Net Gain (Loss)	-78	-32	(649)	(833)		
<b>Twelve Month Comparison</b>			<b>1/31/2012</b>	<b>1/31/2011</b>	<b>Gain/(Loss) vs. prior yr.</b>	
Regular Members			15,742	16,364	(622)	-3.8%
Family/Youth			1,009	1,090	(81)	-7.4%
Life			239	242	(3)	-1.27%
Contributory			151	140	11	7.9%
Business			245	202	43	21.3%
Total Members			17,386	18,040	(654)	-3.6%
Budget Dues FY	\$101,540		\$918,150			
Actual Dues FY	\$114,604		\$942,846	\$979,267	(\$36,421)	-3.7%
Difference	\$13,064		\$24,696		vs. budget >	2.7%

Fiscal year-to-date membership is down 649 (3.6 percent) compared to down 833 (4.4 percent) last year and down 1,536 (7.4 percent) the preceding year.

### Finances - 2012 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
1ST QTR	525,917	579,019	(53,102)	0	0	(53,102)
2ND QTR	453,872	510,188	(56,316)	0	10,400	(66,716)
3 <sup>RD</sup> QTR	506,722	509,594	(2,872)	15,744	5,949	6,923
JAN 2012	195,531	196,957	(1,426)	0	8,896	(10,322)
YTD ACTUAL	1,682,042	1,795,758	(113,716)	15,744	25,245	(123,217)
YTD BUDGET	1,826,650	1,847,135	(20,485)	0	20,400	(40,885)
YTD VARIANCE	(144,608)	51,377	(93,231)	15,744	(4,845)	(82,332)

Income for the current year is 7.9 percent below budget, while expenses are less than budget by 2.8 percent. The net actual shortfall is \$113,716 (6.3 percent) on the YTD expenses of \$1,795,758 before capital and transfers.

### Investments

Short-Term Investment Account*	VALUE		INSTRUMENTS
	COST	1/31/2012	
NAWCC Investment Fund	\$529,166	\$483,211	Corporate Bonds, Stocks & Cash
Life Membership Fund	116,045	60,953	
Midwest Scholarship Fund	29,185	31,695	
Library Acquisitions	12,890	13,154	
Museum Acquisitions	51,307	54,154	
Symposium Fund	13,150	13,252	
Standard Investments	751,743	656,419	

**Long-Term Investment Account\***

Heritage Fund	30,356	32,472	Cash, Corporate Bonds, Mutual Funds & Stock
Museum Endowment Fund	306,469	314,157	
Museum & Library Investment Fund	672,278	713,128	
Library & Research Center Endowment	90,953	93,030	
School Endowment	174,145	182,045	
Pritchard Fund	44,120	42,864	
Midwest Scholarship Fund	1,379	1,408	
Sub-total Long-Term Investments	<u>1,319,700</u>	<u>1,385,655</u>	
 Total Investments	 <u>2,071,443</u>	 <u>2,042,074</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.

**Museum – Noel Poirier, Museum Director**

The Museum’s admission revenue for January was \$2,664. Visitation for January was 508 including 21 NAWCC members (4.1 percent). NAWCC Store sales for January were \$5,161. January 2012’s visitation exceeded the month’s average visitation for the last five years.

The Museum’s online searchable collection database recorded 2,017 searches via the database’s website for the month. Sara Dockery, the new Library Supervisor, started at the beginning of January 2012, and she has spent the month becoming familiar with Library operations. The Museum Director has been working with Penn State’s American Studies Program to sponsor the J-1 VISA for the individual selected to serve as the first Gallet Guest Curator of Wristwatches. We hope to finalize this and formally announce the selection in February. The Museum Collections Committee approved a number of acquisitions to the Museum collection in January.

The Museum continues to make loan requests to institutions and individuals for the loan of objects for the 2012-2013 exhibit season, which highlights timekeeping in sports and the personal timepieces of military men and women. The Museum loaned over a dozen objects to an exhibit of time-related artwork at the Art Institute of York in York, PA. Many of the objects loaned were in storage and were on display for the first time in a number of years (if at all). The Clockworks exhibit was uninstalled and objects from that exhibit are being returned to the owners and institutions.

The Museum and Library are continuing to work on the Hamilton Watch collaboration project. The Museum should be receiving shortly the digitized versions of four reels of film relating to Hamilton Watch that were sent out for processing. Hamilton Watch is covering the costs of that effort. Hamilton has also agreed to fund the purchase of hardware and software to allow the Museum and Library to digitize the hours of video and audio interviews of past Hamilton employees. Hamilton submitted payment for their NAWCC Ruby Business Membership for 2012. The Museum Director continues the process of redeveloping the Museum Timepiece adoption program to make it possible for more individuals to adopt timepieces while still offering opportunities for Chapter donations as well.

**Library and Research Center - Sara Butler Dockery, Library & Archives Supervisor**

This month I worked primarily on learning the ropes in the Library, familiarizing myself with the collection, the acquisitions, cataloging, and checkout procedures, and the basics of horology. I have been working to overhaul the system by which we receive, assign, and fulfill research requests, creating a database that should allow the Library staff to quickly see which requests still need to be acted upon and to whom the questions have been assigned. This month, thanks to the dedicated work of the research volunteers and the Library staff we answered 175 research questions.

We welcomed a new intern who is working with the archive collections that currently have container lists to create finding aids and input them to the PastPerfect database. This will allow the archives to be searchable through the system already used for the Museum collection.

Nancy and I both attended the Chapter 158 meeting and manned a table at the Mart to sell books for the NAWCC Store, which did quite well. Nancy also gave a book talk at the meeting to let the members know about some of the new titles we have received and encourage them to take advantage of the Lending Library.

### **Education/Volunteers – Katie Knaub, Education Director**

We developed the first webinar program for members and will host the webinar in February with a limit of 70 participants. We had to develop a method of registering members through iMis and then transferring that data to the webinar software, so that event data would be captured in iMis and in the future members could pay a fee for webinars if charged as the webinar software does not allow for charging participants. We worked with staff and our exhibit intern to disassemble the Clockworks exhibit and are working on returning borrowed objects as well as prepare the space for the Time Out! exhibit in May.

For the School of Horology, we submitted the information for the final financial aid disbursements for 2011-2012 school year to students and verified student loan information to the National Student loan database, which must be submitted bimonthly to the Department of Education. We attended a free webinar on student exit counseling sponsored by Fannie Mae. We have started to receive completed FAFSA applications for students wishing to attend the 2012-2013 year and are processing them as we receive them.

We continue to place new volunteers. We placed an intern/volunteer in the archives, volunteer for WatchDig, and new facilities volunteer. Total Volunteer Hours for January: 478.5

We are working on promoting the 2012 programs and events with the Communications staff. Website pages were updated with new information for 2012 events, and promotional material for the sleepover, homeschool day, and the make and take program were produced and distributed.

### **Publications - Diana DeLuca, Editor**

The March *W&C Bulletin* was sent to the press on January 30. The March issue includes nine articles, most of the usual features, and a listing of 2011 NAWCC Award recipients. The Convention, Symposium, and online *Bulletin* archive were promoted in the issue. Articles for future *Bulletins* continue to be received, reviewed and peer reviewed, and processed. The *W&C Bulletin* design was slightly revised for 2012, and department style sheets were updated.

Custom emails, Constant Contact group emails, and letters were sent to past *MART* advertisers—regionals, auction houses, and members—to encourage advertising in the March issue. Elise Leytham continues to call potential advertisers from the database created by Elise through research of other horological publications. Media kits, either via email or USPS, continue to be sent to those expressing interest in advertising.

In January, current magazines specializing in antiques were researched and contact information for over 200 potential advertisers—dealers and auctioneers—was recorded. A generic Constant Contact email to explain the NAWCC and encourage advertising was sent to this list of advertisers. Also in January a new promotional ad was developed, and horological and antique publications were contacted to determine interest in swapping ads with the *Mart & Highlights*. Several horological publications agreed to do this.

Other projects included the following: An inventory and status report of the Hamilton Watch Co. oral history project was done at the request of the Museum. Richard Watkins' watch collecting book was completed, and quotes from several printers are being considered. Press releases, *eHappenings*, etc., were proofed and copyedited as received. A promotional poster for the Museum Kentucky Derby event was designed. A 50-year chapter appreciation certificate was created.

Web Projects: The Join Page prototype was finalized, and the design of the page was developed. The number of Watchdig posts was increased in January, meeting the goal of one or more new posts a day. A consistent method of adding new watches to the Watchdig watch database was developed. The new Spittler book was promoted on NAWCC websites. Mart Marketplace was enhanced.

### **Information Services – Kevin Osborne, IS Director**

We have installed the new Barracuda Backup device at the co-location site. Once configured, we will have secure backups of our offsite Web servers. We installed VMware on the new server at the co-location site. VMware makes the server a virtual server. A virtual server is a server that can be used to run more than one operating system at a time and apportion memory, CPU, and disk resources to meet the requirements of the different operating systems and programs. It allows for future changes to the server without having to reinstall programs or reconfigure the server. We also configured the raid array system to protect the drives and installed the CentOS operating system. The server is currently being further configured to take the MySQL load off the main Web server.

We are revamping parts of the Member Central page, specifically the Members Resources menu, which has 18 selections in it. The current fly out menu will be replaced with a single landing page. This page will have a reduced set of the current selections. It will also feature a listing of all the Members Extras that we have available for our members who login. In addition to the current extras there are at least 12 more sections of information that will be available. A mockup of this page can be found at <http://www.nawcc.org/index.php/member-information/consolidated-research>.

We received five new PCs from HP and George Kabacinski. These will replace two PCs in the Library and two computers in the Curator's office. The location for the last computer is yet to be determined. We also received a laptop from George Kabacinski and the Gifts in Kind program. The laptop has been configured for Museum use, specifically for the HOB0 program, which keeps track of temperature and humidity in the Museum.

A new upgrade to our Sage Fund Accounting software was made available in December. In preparation for it we upgraded Microsoft SQL to service pack 4 and updated to Microsoft .Net Framework 4.0. We then installed the new Sage software and updated all the PCs that connect to the accounting program.

We have added over 50 logins for our members in just the last two weeks along with 50 Business Membership renewals or new joins.

### **Communications – Markus Harris, Communications Director**

Communications edited and maintained NAWCC websites and online resources, provided customer service advice via phone and email. Printed, mailed, and invoiced newsletters for Chapters 11, 3, and 1. Worked with Higher Logic to resolve several program glitches in new Community site template; that process is ongoing. Sent email newsletters and targeted Constant Contact mailings on various topics, researched stories and content to develop and format the February issue of *eHappenings*. Worked on greeting card plug-in functionality redesign on NAWCC website. Communications assisted with the loan of clocks and clock parts to The Art Institute of York for inclusion in their show *Fragments of Time*. Developed and mailed out press packet for *Night at the Museum*. Worked on new Paypal Web apparatus for Donation page, sold advertisements on main website and message board, quoted newsletter printing and mailing for British Horology Chapter. Composed letter to be mailed to government officials asking for their attendance at the September Hamilton anniversary celebration. Called and emailed area magazines to cover the Kentucky Derby Museum event.

Communications and Special Events printed and distributed Sleepover posters/flyers to York and Lancaster Library systems, Girl Scouts, and area businesses, met with Special Events Team regarding plans for Kentucky Derby with Time Out! exhibit opening, emailed Lancaster Newspapers and Fox 43 concerning targeting area veterans to support, secured display materials for Time Out! Enlisting Time exhibit, contacted Hops 'N' Clocks and Wine & Chimes vendors regarding this year's dates, compiled antique publications list,

arranged promotion of Night at Museum Sleepover with *Merchandiser*, began planning this year's employee picnic with reservation of facility and caterer. Handled details for Kentucky Derby: wrote press release, contacted Penn State Extension Service for horse, Royers for roses, and Strings on Wings for music. Arranged for local radio stations to sponsor Hops 'N' Clocks and Wine & Chimes.

### **School of Horology – Jim Michaels, School Director**

Watch classes resumed January 9, 2012, after the holiday break. Clock classes resumed January 23, 2012, after holiday break. The Watch Program began W-800 Watch Technician, and the Clock Program began C-900 Wooden Movement Clocks.

The School received \$20,175 in donations during January.

The School Alumni site now consists of 80 members.

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. The customers are required to pay for repairs, and the service center receives commission off each sale. The School eBay and 4Sale stores continue to list School items as time allows. Repair receipts April-January were \$69,730, compared to \$41,839 for the same period last year.

### **Facilities – Chuck Auman, Controller**

In January, roofers pressure washed the roof areas and started repairs for the reroofing of the second story portion of our museum and office building. The coating of the roof areas of the tower clock was completed. The installation of the snow guards on the cupola also was completed, which should lessen roof damage from ice sheets sliding off the cupola. The elevator shaft sump pump permanent piping was installed from the sump to a storm drain line. The coil in one roof top HVAC unit was repaired.

The part-time maintenance volunteer has completed several tasks, including minor painting and installing corner guards to protect basement wall areas from damage when moving pallets.

Kenneth Wolpert, our former maintenance supervisor, passed away in January.

### **Development – Steve Humphrey, Executive Director**

Regular donations total \$250,761 YTD versus \$140,131 for the previous year. Pledge payments YTD are \$11,500. In-kind donations total \$9,851 versus \$5,067 last year. In-kind donations do not include items donated for which the value is not determined. \$9,587 of the in-kind donations are for computer equipment through HP's employee matching gift program.

A contribution of \$20,000 was received in support of the School of Horology from an anonymous donor.

We continued to work with the Novis Group in the drafting of a case statement for a potential capital and endowment campaign. The draft case statement should be completed by late February with Board interviews being scheduled shortly thereafter.

January chapter contributions: Connecticut Chapter 148, \$500 to greatest need and San Diego Chapter 59, \$50 memorial donation to the Library.

As of the end of January the 2012 Annual Fund Campaign has resulted in gifts totaling \$45,670 from 391 donors. This compares to \$36,719 from 284 donors last year when only one targeted annual fund mailing had been sent through January versus two this year.

### **Admin/Other**

I completed negotiations in January with Associated Health Programs (AHP) to provide insurance programs for members. AHP provides insurance services to the members of a number of associations. Insurances include individual and group health insurance, life insurance, long-term care insurance, disability income and critical illness insurance, and business insurance programs. They have also agreed to provide liability

insurance for chapters. They are brokers and will assist members in acquiring needed insurances. They are known for their customer service and will work with members to meet their specific needs. We have also teamed up with New Benefits, Ltd. to provide members with discounts for prescriptions, lab services, MRI and CT scans, and hearing aids. Information on these programs will be posted on our website and distributed by other methods.

As the current president of PA Museums, a statewide association of over 300 members, I have been working with their executive director on planning for their annual conference and an upcoming meeting of cultural groups that are discussing state funding. The governor's wife will be a participant at this meeting because she is the chair of the PA Council on the Arts and a commissioner on the PA Historical and Museum Commission.

I continue to spend time researching ways to increase and diversify revenue sources for the NAWCC. Time is also being spent with our controller on preparation for the 2013 budget.

J. Steven Humphrey, Exec. Dir.      2/17/12