

## Executive Director's Report March 2012

### Membership

Fiscal Year starting April 1, 2011	March 2012	March 2011	YTD 2012	YTD 2011	
New Members	112	171	1283	1303	
Lapsed Members	(179)	(121)	(2077)	(2141)	
Net Gain (Loss)	-67	50	(794)	(838)	
Twelve Month Comparison			3/31/2012	3/31/2011	Gain/(Loss) vs. prior yr.
Regular Members			15,604	16,322	(718) -4.4%
Family/Youth			1,005	1,102	(97) -8.8%
Life			238	241	(3) -1.2%
Contributory			147	148	(1) -0.6%
Business			247	222	25 11.3%
Total Members			17,241	18,035	(794) -4.4%
Budget Dues FY	\$108,190		\$1,121,780		
Actual Dues FY	\$98,024		\$1,126,500	\$1,188,281	(\$61,781) -5.2%
Difference	(\$10,166)		\$4,720		vs. budget > 0.4%

Fiscal year-to-date membership is down 794 (4.4 percent) compared to down 838 (4.4 percent) last year and down 1,845 (8.9 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)
3RD QTR	506,723	509,595	(2,872)	15,744	5,949	6,923
JAN'12	195,531	196,957	(1,426)	0	8,896	(10,322)
FEB'2012	147,639	140,221	7,418	0	385	7,033
MAR'2012	177,172	212,691	(35,519)	64,229	1,500	27,210
YTD ACTUAL	2,006,854	2,148,671	(141,817)	79,973	27,130	(88,974)
YTD BUDGET	2,211,220	2,190,820	20,400	0	20,400	0
YTD VARIANCE	(204,366)	42,149	(162,217)	79,973	(6,730)	(88,974)

Income for the current year is 9.2 percent below budget, while expenses are less than budget by 2.0 percent. The net actual shortfall is \$141,817 (6.6 percent) on the YTD expenses of \$2,148,671 before capital and transfers.

### Investments

March 2012

#### Short-Term Investment Account\*

NAWCC Investment Fund	503,686
Life Membership Fund	60,145
Library Acquisitions	11,209
Museum Acquisitions	57,133
Symposium Fund	13,943
Short-Term Investments	646,116

**Long-Term Investment Account \***

Heritage Fund	16,074
Museum Endowment Fund	344,905
Museum & Library Investment Fund	713,133
Library & Research Center Endowment	99,764
School Endowment	181,341
Pritchard Fund	35,654
Midwest Scholarship Fund	44,321
Long-Term Investments	<u>1,435,192</u>
Total Investments	<u><u>2,081,308</u></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 March was \$3,010. Visitation for March was 820, including 18 NAWCC members (2.2 percent). NAWCC Store sales for March were \$4,283. March 2012’s visitation exceeded the month’s average visitation for the last five years. The Museum hosted an event for Lancaster General Hospital this month. The Museum received a letter from the AAM Accreditation Commission on the recent submission of the Museum’s accreditation tabling progress report. We expect the Museum’s final report to be presented to the Accreditation Commission in July 2012.

The Museum’s online searchable collection database recorded 1,841 searches via the database’s website for the month. The Museum continues working with the Bavarian National Museum to arrange for the repatriation of a clock, recently bequeathed to the Museum, which was acquired under questionable circumstances during World War II. The Museum Curator has once again begun the process of examining objects in the collection that are duplicates of existing better items, are not complete enough for exhibition, or are poor study examples so that a list of possible deaccession items can be created. The Gallet Guest Curator of Wristwatches, Adam Harris, will start on April 3.

The Museum staff began the installation of 2012’s exhibit on the role of timekeeping and sports. The Museum also received a feature article (and television news segment) in the local Lancaster media soliciting timepieces from local veterans and their families for the upcoming exhibit on the timepieces of service personnel. The Museum also took part in the filming of a documentary for WGBH (Boston’s PBS station) that will feature the Engle Clock and the Museum.

The Museum and Library are continuing to work on the Hamilton Watch collaboration project. Hamilton has posted their “virtual museum” website with a logo and link back to the NAWCC. The website content will continue to be added. I thank Nancy Dyer, Sara Dockery, and the Library volunteers for their work in assisting Hamilton. The Museum Director received the first donation for the new (and soon to be publicized) Friends of the Collection donor program. The donor will be featuring his donation on his blog and will also challenge other NAWCC members to donate.

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

This month the first of the archival collections was added to our PastPerfect catalog. Once we have a station where he can work, our intern, Michael, will begin training with the program and adding collections himself. He is doing well and learning a lot about the history of the NAWCC as he processes collections and identifies subject headings.

Answering the questions posed by members and some non-members continues to be a focus for the Library staff. This month we answered 145 requests from simple questions such as a recommendation for appraisal

services to more complicated watch and clock identifications. Since we revamped the fees and process for non-member questions, we have had four paid requests.

I also picked up where Sharon left off in cataloging the vertical file folders. While this is a slow process, it has given me a chance to familiarize myself with horological terms and names. It has also allowed me to work with the subject headings used in our catalog and take some time to clean up typos as I find them.

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

We continue to work on the Time Out! exhibit, coordinating pickup dates for loan material and gathering visual material for the exhibit. We had several school groups this month and conducted those programs with the assistance of our volunteers. We set up the online registration process for the 2012 Symposium and handled several inquiries from other chapters interested in using the online registration system as part of their regional registration. We assisted the Program Committee in updating the speaker's booklet information for this year because it had not been updated since 2009. We are still coordinating materials for the three appraisal workshops this spring and handling registrations for this workshop and other weekend workshops. We hired a new gallery attendant and have trained him for the position.

We communicated with students who had applied to the School of Horology about financial aid packages and how to submit their FAFSA to other schools for consideration.

We placed in the Museum a new student volunteer who needs to complete community service hours as part of her graduation requirement. We also interviewed a new volunteer who is interested in becoming a Museum guide/special events volunteer. She will begin shadowing current volunteers as part of her training. We also updated volunteer listings on volunteermatch.com. Total Volunteer Hours for March: 677

We held the spring Family Sleepover Program on March 2-3, and 36 attended. We have altered some of the fall programming dates to take into account maternity leave for myself. We continue to work on the Derby Day event for the opening of the Time Out exhibit with our intern's assistance.

### **Publications - Diana DeLucca, Editor**

The May *W&C Bulletin* was sent to the press on March 27. The May issue features six longer articles, continues Bob Frishman's Horology in Art series, and debuts Fred Freidberg's Fantastic Finds and Related Tales. Articles for future *Bulletins* continue to be received, reviewed and peer reviewed, and processed.

For the *Mart & Highlights* custom emails, Constant Contact group emails, and letters were sent to past advertisers—regionals, auction houses, and members—to encourage advertising in the May issue. An email blast to over 350 potential advertisers—dealers and auctioneers—was developed and sent. This was the second email of this type sent in 2012, with over 150 additional companies included with this one. Four advertising swaps were made with other horological organizations/periodicals—the BHI, the AWCI, *Clocks Magazine*, and the AHS. These ads will be featured in the May *Mart & Highlights*.

Richard Watkins' *Watch Collecting for the Beginner* was sent to Lightning Source press, the proof copy was approved, and 250 copies of the book were ordered for promotion to members in the *Mart & Highlights* and on our website. A compilation of articles by Ed Sowers was organized: this brings together approximately 25 original repair and restoration articles. Permissions and digital files from Steven Conover and the AWCI were obtained for this project.

Additions were made to the Watchdig database, highlighting the new watches at Baselworld 2012. The join page design was handed off to IBC. The new donate pages were made live. A new "advertising opportunities" area is in process; this area will bring together all NAWCC advertising and sponsorship opportunities. Press releases, *eHappenings*, etc., were proofed and copyedited as received. The three-part application form was reviewed and sent to the press. A homeschool flyer was updated for the Museum.

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

We have a consultant working to reconfigure our website servers to run more efficiently. This was prompted by some of the problems we have been experiencing accessing the Message Board. We have reconfigured one of the web servers to run MySQL and handle all the data from the websites. We then moved all the websites over to that server in preparation for reconfiguring the primary webserver. Once the primary web server is reconfigured, we will move the websites back to that server. This will give us the opportunity to proceed with updating the software that runs our websites. All of the actual database processing will then take place on the MySQL server. This should enhance access to and use of the various NAWCC website resources.

Working in conjunction with Hamilton, we have received audiovisual equipment from Hamilton. We have used this equipment to convert the Hamilton Oral History audio and videotape recordings to a digital format. Hamilton will be using some of these digitized recordings in their exhibit in New York. We also have produced DVDs for the Library from these digitized recordings as well as flash files that we will be putting up on the website for our members to view.

We finally received the printers from HP's Gifts-in-Kind program. This enabled us to replace a number of 12-year-old HP LaserJet 5 and 6 printers with brand new more efficient printers. We were able to provide six staff members with the new printers.

We updated the CA antivirus program that we use on our servers and PCs here in Columbia from version 8 to a new version 12. We will be rolling it out to all the local PCs next month.

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

Communications edited and maintained NAWCC websites and online resources, providing individual customer service advice via phone and email. Chapter newsletters were printed, mailed, and invoiced for Chapters 83, 1, and 3. Department sent an ad to Engle Printing for inclusion in the *Susquehanna Chamber Directory*. Sent email newsletters and targeted Constant Contact mailings on multiple topics, including special member notification regarding the School of Horology. Communications also mailed promotional materials to chapters in support of regional meetings and events and wrote press releases for the Time Out! special exhibit and April Calendar of Events. Sent out a special press release for the Kentucky Derby Museum event, with accompanying photo, to area media. Communications Director completed Paypal donations page tie-in for use by Association websites. Web team worked in advance on website upgrade, adjusting menus into easier-to-use format and preparing for imminent upgrade of Joomla software and server storage requirements. Composed and sent additional letter to government officials making them aware of Hamilton Anniversary reunion being held here in September. Submitted photos to *Lancaster County Magazine* to promote Time Out! Exhibit and then followed up contact with former Hamilton employees for Hamilton reunion.

Communications contacted athletic director for Columbia Schools for the loan of objects for Time Out! exhibit, made calls to investigate possible restaurants for Board dinners at National Convention (resulting in reservations at two Pasadena restaurants), and planned staff St. Patrick's Day lunch (sign-up, decorating and setup, ordering, and food pickup). Sent email to past and prospective Hops 'N' Clocks vendors already (resulting in four new breweries), contacted Bube's Brewery to plan School's graduation dinner (now put on hold), sent info on *Titanic* event to contacts at targeted local regional media outlets. Communications also collaborated with Hamilton to prepare the Save the Date card and sent updated events schedule to Susquehanna Valley Chamber to be included in their upcoming newsletter.

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

Classes continued for the month of March with W-900: Making Parts and Restoration, W-1000: Chronographs, C-1000: Machine Tools and Construction, and C-1100: Miscellaneous Clock Movements. The Watch Program had one extra student for W-1000: Chronographs.

The SOH service center has had a steady stream of watch and clock repair work. Repair receipts April-March were \$81,542, compared to \$51,534 for the same period last year.

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

In March we repaired the roof top unit one steam coil and added new drip pans that finally stopped the water dripping into the Museum. We had the main air-conditioning units serviced twice, and I am waiting for the quote for the repairs.

The part-time maintenance person is painting, cutting the grass, and cleaning up around the Museum.

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

Regular donations total \$348,896 YTD versus \$170,278 for the previous year. Pledge payments YTD are \$11,500. In-kind donations total \$9,960 versus \$5,607 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 \$5,758 final distribution was received from the estate of Stewart Unger. An additional \$700 was received from the Gallet Watch Co. toward their sponsorship of the guest curator for wristwatches.

The Novis Group completed the interviews of Board members and at the end of the month started the interviews of ten additional persons for input on the draft case statement for a potential capital and endowment campaign.

March chapter contributions: Heart of America Chapter: 36 \$1,000 unrestricted; Atlanta Chapter 24: \$500 unrestricted; and Southern Arizona Chapter 113: \$315 unrestricted.

As of the end of March the 2012 Annual Fund Campaign has resulted in gifts totaling \$54,395 from 448 donors. This compares to \$43,325 from 360 donors last year when only two targeted annual fund mailings had been sent through March versus three this year.

## **Admin/Other**

I spent time during the month meeting with and calling staff at other horological schools as we evaluated the prospects going forward to attract sufficient students for the NAWCC School of Horology. After reviewing our last six years of operations and looking at the budget for the upcoming year, a conference call was scheduled with the Board to discuss the School operations. A several-hour conference call was held near the end of the month and resulted in a motion being introduced for April business recommending the discontinuation of diploma classes at the School. A memo was prepared and forwarded to the membership regarding the issues involved. The Board will be voting on the motion near the end of April.

I attended the Arizona Sunshine Regional in Fountain Hills as the National Representative on March 8-10. It was the first time I was able to visit this regional. It was a good regional with friendly members and great facilities. I also attended the PA Museums Conference in nearby Carlisle. I serve as President of the PA Museums currently and was responsible for their Annual Meeting and a portion of the awards luncheon.

Work continued during the month with our controller on the preparation of the 2013 budget.

J. Steven Humphrey, Exec. Dir.      4/18/12