

## Executive Director's Report April 2012

### Membership

Fiscal Year starting April 1, 2011	April 2012	April 2011	YTD 2012	YTD 2011		
New Members	93	99	93	99		
Lapsed Members	(252)	(249)	(252)	(249)		
Net Gain (Loss)	(159)	(150)	(159)	(150)		
Twelve Month Comparison			4/30/2012	4/30/2011	Gain/(Loss) vs. prior yr.	
Regular Members			15,447	16,186	(739)	-4.6%
Family/Youth			1,002	1,086	(84)	-7.7%
Life			238	240	(2)	-0.8%
Contributory			146	147	(1)	-0.7%
Business			249	226	23	10.2%
Total Members			17,082	17,885	(803)	-4.5%
Budget Dues FY	\$81,430		\$81,430			
Actual Dues FY	\$81,230		\$81,230	\$84,008	(\$2,778)	-3.3%
Difference	(\$200)		(\$200)		vs. budget >	0.2%

Fiscal year-to-date membership is down 159 (0.9 percent) compared to down 150 (0.8 percent) last year and down 219 (1.2 percent) the preceding year.

### Finances - 2012 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
APRIL 2012	153,411	147,367	6,044	0	2,817	3,227
YTD ACTUAL	153,411	147,367	6,044	0	2,817	3,227
YTD BUDGET	0	0	0	0	0	0
YTD VARIANCE	153,411	(147,367)	6,044	0	(2,817)	3,227

Budget comparisons are not yet available as a FY2013 has not yet been approved. The actual net revenue is \$6,044 (4.1 percent) on the YTD expenses of \$147,367 before capital and transfers.

### Investments

April 2012

#### Short-Term Investment Account\*

NAWCC Investment Fund	501,770
Life Membership Fund	59,916
Library Acquisitions	11,821
Museum Acquisitions	56,915
Symposium Fund	13,889
Short-Term Investments	644,311

#### Long-Term Investment Account\*

Heritage Fund	35,868
Museum Endowment Fund	342,931
Museum & Library Investment Fund	710,020
Library & Research Center Endowment	99,193
School Endowment	180,304
Pritchard Fund	35,450

Midwest Scholarship Fund	44,068
Sub-total Long-Term Investments	<u>1,447,834</u>
Total Investments	<u>2,092,145</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 April was \$3,244. Visitation for April was 1,020, including 33 NAWCC members (3.2 percent). NAWCC Store sales for April were \$7,987. April 2012’s visitation was consistent with the month’s average visitation for the last five years. The Museum redeemed the largest number of Turkey Hill Experience Joint Tickets since the attraction opened in July 2011. The Museum partnered with the Columbia Downtown Development Committee for an event honoring the sinking of the Titanic in 1912. The Museum also hosted an annual dance for Veritas Academy of Lancaster. The Museum was informed by the American Association of Museums that its accreditation has interim approval pending a site visit within the next four to twelve months.

The Museum’s online searchable collection database recorded 1,869 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. The Museum has loaned objects to two off-site exhibits: one in New York City presenting the history of gunmetal watches, sponsored by FP Journe, and the second are four watches from the recent Capper donation for the NAWCC North Coast Regional in May. The Gallet Guest Curator of Wristwatches, Adam Harris, started on April 3 and has made considerable progress in examining and documenting the Museum’s wristwatch collection.

The Museum staff installed 2012’s exhibit on the role of timekeeping and sports during the month of April. The exhibit opening for that will occur on May 5 and will be the first time the Museum has combined an exhibit opening with a ticketed event. The Museum agreed to host the Steel Time exhibit curated by FP Journe at the Forbes Gallery in New York City. We anticipate installing this exhibit in September, with it ending at the end of December 2012. Adam Harris, the Gallet Guest Curator of Wristwatches, will be installing a small exhibit highlighting wristwatches. This exhibit will begin in late May and end in August.

The Museum and Library are continuing to work on the Hamilton Watch collaboration project. Hamilton Watch will open an exhibit in New York City in June highlighting the brand’s history and will include loaned material from the Museum. The Museum also will be represented at the event (at Hamilton’s cost). Planning has already begun for the Museum’s Hops ‘N’ Clocks fundraising event planned for July 13. This event has sold out each year it’s been held, and this year it will be even bigger than past years.

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

This month we began the process of incorporating books from the School of Horology’s library back into the main library collection. Each book is checked to see if/how many copies we have in the collection. Materials that are not already a part of the collection or of which we only have one copy are cataloged. If we have multiple copies of the title, the School’s copy is checked against our holdings and added if it is in better condition than the ones we already have. Books that are not added to the Library are withdrawn.

We are also working on changing the way that members are alerted when a book that they want to borrow will need to have insurance added to their initial postage charges. When a book is worth over \$100, we require that members pay an extra fee to cover the postage costs, and they are required to insure the package when they send it back. Previously, members were asked to refer to a PDF list of books in the catalog to see whether insurance is required. Keeping that list up-to-date is quite labor intensive, so we have decided that it will be pulled from the website and a note will be added to the catalog records of any books needing to be insured. Once this process is complete, the lending guidelines will be updated to reflect the new procedures.

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

We continued to work on the Time Out! exhibit, traveled for loan material, and gathered visual material for the exhibit. We met with several local reporters who were doing feature stories on the Time Out! exhibit. We began the installation of the exhibit with assistance from our spring intern. We attended the PA Federation of Museum's Annual Conference for one day of its conference. We set up the online registration process for the 2012 Mid-South Regional and the 2012 Mid-West Regional. We spent time preparing the materials for the three appraisal workshops starting at the end of April and continued to process registrations for these workshops and other weekend workshops.

We communicated with School of Horology prospective students who had contacted us about financial aid for the 2012-13 year about the termination of the diploma program at the School for the 2012-13 school year.

We placed two new volunteers in the Library: two as museum guides/special events and two in facilities. We had a community service worker through the York County Probation Office work with our facilities manager for 30 hours. We also interviewed a possible summer intern. Total Volunteer Hours for April: 605.5

We continue to work on the Derby Day event for the opening of the Time Out! exhibit with our intern's assistance. We also did a promotion for the Museum's summer events at The Turkey Hill Experience's Easter Bunny Breakfast.

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

The *Watch & Clock Bulletin* July/August issue was the focus this month. This issue will continue with Part 3 of Philip Samponaro's study on watch and clockmakers of Bristol, CT. The cover story, by Tom McIntyre and the late Whit Joyner, is about the Waltham model 1870. This article was a long time coming, having been delayed for years in the hopes of devoting an entire issue to railroad watch content that never materialized. Other articles include Ken Hogwood, Bruce Forman, and Joyce Walhner. Coordination with authors and peer reviewers continues on articles for future issues.

The "Advertising Explained" section of the *Mart & Highlights* on nawcc.org was updated. The Mart Marketplace on nawcc.org was also given a new look to better showcase individual advertisers. Constant Contact continues to be used to contact ePub subscribers, advertisers, and potential advertisers through a bimonthly email that showcases pieces from the Museum. These potential advertisers include auction houses and dealers. Revenue for the May/June *Mart & Highlights* was \$23,570—approx. 3K less than the March/April issue, but also approx. 3K more than the two issues preceding March/April.

Richard Watkins *Watch Collecting* book was promoted on nawcc.org and has been listed with Ingram, allowing for purchasing on demand through Amazon.com.

WatchDig posting continues, with Guest Museum Curator Adam Harris providing much new content. Content continues to be posted to the watch database as time permits.

Staff continues to update nawcc.org. A new "advertising opportunities" area has been created to combine all varieties of NAWCC advertising (print, online, and event) available to members.

Copyediting and proofing continues on all marketing material: primarily *eHappenings* and press releases. A donor button and invitation were designed. Business cards were reordered. A Museum coupon was designed.

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

We are continuing the upgrades on the website servers. We have purchased an additional nonprofit license for cPanel (\$30 for a lifetime license that normally is charged at \$415 per year). This will facilitate a smooth copy as we reconfigure the server and move the website back to it.

We have a student at the School whose mother volunteers for us at National. Her husband came in one day and assisted me. He works at another nonprofit and during one of our discussions it came to light that his nonprofit upgrades its servers frequently and discards the replaced servers. He offered to see if his organization would donate some to us; consequently, we are now in possession of six relatively new servers

that we can put to use here and possibly at our co-location site. In fact, we are planning to use two of them for our next iMIS membership management software upgrade.

Our firewall is five years old and not scheduled for any further updates from Watchguard. The cost of continuing support was only a little less than the price of purchasing a firewall from Cisco, so we did so and have installed it.

One of our members donated money toward the purchase of a Network Attached Storage (NAS) device for the Library to use to store all the digital files we are producing. The NAS is a device with six hard drives installed and a combined total space of 15 terabytes; 15 terabytes is more space than all our servers put together and will give enough storage space for the large digitized files we currently have and will be accumulating.

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

Communications edited and maintained NAWCC websites and online resources. Printed, mailed, and invoiced Chapter 141 newsletter, began printing for Chapter 134, and invoiced emailing for Chapter 83. Sent various email newsletters and targeted Constant Contact mailings on multiple topics, including special member notification regarding special BOD business. Communications also mailed promotional materials to chapters in support of chapter events, emailed participants for upcoming Hops 'N' Clocks event, and contacted additional vendors in support of Hops 'N' Clocks. Produced and sent advertisement for Scrawls Home School newsletter and contacted local sports writers about the Kentucky Derby event.

Communications worked directly with radio station 101 The Rose to develop radio contest and general promotion for Museum events. The Web team worked on the website upgrade, entering initial stages for website redesign. Communications director worked with several chapters to develop microsites on the Community site, monitored upgrades to the Higher Logic software management system, and provided customer service advice to members via Web and telephone.

Communications sent out a Constant Contact email blast to area members to promote the Derby event, plus confirmed, organized, and typed all important info for the exhibit opening, including contacts, schedule, map, and winners of radio contest. We set up a menu and sign-up sheet for School graduation and met with Allimax Farms at the Museum to discuss final details and arrangements for arrival of special event services. Attended meeting with Special Events Team to finalize details of planned setup for lobby. Communications also coordinated feature stories on Kentucky Derby/Time Out event with local news services and media outlets.

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

Classes continued for the month of April with W-1100: Business and Repair Problems and C-1100: Miscellaneous Clock Movements and C-1200: Advanced Clock Repair. The current session ends with graduation on May 31.

The SOH service center is working through the backlog of repairs in an effort to complete all work by the beginning of June. Repair receipts for April were \$3,424.

Staff has been notified that their services will no longer be needed after June 8.

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

In April we repaired the drive motor for rooftop unit 2 to put the unit back into operation. I filed an insurance claim for wind damage to the roof. The wind had pulled the rubber roof membrane from the underlayment. We had a leak in the roof over the Library section of the building in April and it was repaired right away. I have an estimate to just replace the damaged roof section for \$24K, or replace that complete section of the roof for \$50K, or place straps on the damaged section of the roof to hold it down for \$6K. We are waiting for the insurance company engineer to inspect the roof.

We need to replace the fans and motors for the chillers for a cost of \$9,300. The chillers are currently working at less than 50 percent level without all of the fans. We need to remove the stacks to replace the fans and motors, which requires a crane. This repair is scheduled for May 21.

The roof coating project was completed but did not pass inspection, and several areas need to be redone. The contractor has agreed to these repairs and has scheduled the repairs in May. I will not pay the invoice until the roof passes inspection. We did not have any leaks in this section of the roof.

The part-time maintenance person is leaving, and I am in the process of hiring a replacement. He continues to cut the grass, clean up the flowerbeds, and paint.

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

Regular donations total \$30,932 YTD versus \$12,666 for the previous year. In-kind donations total \$3,500 versus \$40 last year. In-kind donations do not include items donated for which the value is not determined; approximately \$3,500 worth of computer servers were received as an in-kind gift from another nonprofit organization. A \$20,000 distribution was received from the estate of Charles B. Steger. \$2,270 was received as a matching grant from the Lubrizol Co. for several program and capital items.

The Novis Group completed the interviews of all but one of the ten persons selected for feedback on the draft case statement. As soon as that interview is completed, a report will be made available for the Board on the potential capital and endowment campaign.

April chapter contributions: Buckeye Chapter 23 - \$3,000 (\$1,500 unrestricted, \$1,000 WatchDig programming, \$500 Library acquisitions) and Central Illinois Chapter 66 - \$50 unrestricted.

### **Admin/Other**

The Board approved at the end of April the discontinuing of diploma programs at the School of Horology and the SOH Watch and Clock Repair Center, which used graduates in apprenticeship positions. Plans are underway to wind down operations of the diploma programs by the beginning of June. Our Education Director is working with a number of local persons to implement a series of new short-term classes in watch and clock repair starting this fall.

The second week of April I attended the Southern Ohio Regional and was able to talk with a number of members. At the breakfast banquet I was presented checks from Buckeye Chapter 23 and the estate of Charles Steger, which are detailed in the Development section above.

A conference call was held with the Finance Committee and our investment manager. A number of calls with the fundraising consultant and persons to be interviewed took place during the month. A good bit of the remainder of the month was occupied with appointments and continuing work on the budget. The Board did not approve the initial budget and work on a revised FY2013 budget is ongoing with our controller.

J. Steven Humphrey, Exec. Dir.      5/14/12