

Executive Director's Report March 2013

MEMBERSHIP

Fiscal Year starting April 1, 2012	March 2013	March 2012	YTD 2013	YTD 2012		
New Members	138	112	1,160	1,283		
Lapsed Members	(157)	(179)	(2,191)	(2,077)		
Net Gain (Loss)	-19	-67	(1,031)	(794)		
Twelve Month Comparison			3/31/2013	3/31/2012	Gain/(Loss) vs. prior yr.	
Regular Members			14,693	15,604	(911)	-5.8%
Family/Youth			893	1,005	(112)	-11.1%
Life			236	238	(2)	-0.1%
Contributory			147	147	0	0.0%
Business			241	247	6	-0.2%
Total Members			16,210	17,241	(1,031)	-6.0%
Budget Dues FY	\$133,340		\$1,199,190			
Actual Dues FY	\$119,786		\$1,155,530	\$1,126,500	\$29,030	2.6%
Difference	(\$13,554)		(\$43,660)		vs. budget >	-3.6%

Fiscal year-to-date membership is down 1,031 (6.0 percent) compared to down 794 (4.4 percent) last year and down 838 (4.4 percent) the preceding year.

FINANCES - 2013 Operating Funds

	Income	Expenses	Net Inc/Exp
First Qtr FY'2013	461,378	486,135	(24,757)
Second Qtr FY'2013	400,605	465,039	(64,434)
Third Qtr FY'2013	461,088	431,686	29,402
Jan'13	198,451	164,388	34,063
Feb'13	138,081	118,598	19,483
Mar'13	200,704	166,449	34,255
YTD ACTUAL	1,860,307	1,832,295	28,012
YTD BUDGET	1,881,910	1,881,590	320
YTD VARIANCE	(21,603)	49,295	27,692

Income for the current year is 1.2 percent below budget, while expenses are less than budget by 2.6 percent. The net actual net income is \$28,014 (+1.5 percent) on the YTD expenses of \$1,832,295 before capital and transfers.

INVESTMENTS

	VALUE 3/31/2013	VALUE 3/31/2012	Increase (Decrease)
Short-Term Investment Funds			
NAWCC Investment Fund	473,770	503,686	(29,916)
Life Membership Fund	44,970	60,144	(15,174)
Library Acquisitions	7,670	11,209	(3,539)
Museum Acquisitions	64,613	57,133	7,480
Symposium Fund	17,788	13,943	3,845

Sub-total Short-Term Funds	608,811	646,115	(37,304)
Long-Term Investment Funds			
Heritage Fund	152,430	16,074	136,356
Museum Endowment Fund	379,976	344,905	35,071
Museum & Library Institutional Fund	777,663	713,133	64,530
Library & Research Center Endowment	110,966	99,764	11,202
School Endowment	197,429	181,341	16,088
NAWCC Endowment	2,688	0	2,688
Midwest Scholarship Fund	40,304	35,654	4,650
Pritchard Fund	50,102	44,322	5,780
Sub-total Long-Term Funds	1,711,558	1,435,193	276,365
Total Investment Funds	2,320,369	2,081,308	239,061

*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 the quarter was \$8,578. Visitation for the quarter was 1,675, including 51 NAWCC members (3.0 percent). NAWCC Store sales for the quarter were \$16,571. Visitation for the quarter was consistent with past years for the same period. The Museum redeemed 130 Turkey Hill Experience joint tickets this quarter. Joint tickets represented an average of 8 percent of visitation for the quarter.

The Museum Director has been examining security policies from a large cross section of museums and research libraries in the ongoing effort to improve the security and safety of the Museum and its collections. The drafting of a formal security policy for the Museum as well as policies addressing access to the Library archival collection will be generated during the coming quarter. Other security improvements are also being considered as well. The Museum will once again be hosting a Gallet Guest Curator of Wristwatches in 2013, and arrangements were made during the quarter with Millersville University to sponsor a J-1 VISA so that Adam Harris could return as the Guest Curator. His principal responsibility in 2013 will be the creation of a new exhibit on the history of the wristwatch. The Museum Director finalized the gift of two significant collections from the California Academy of Sciences that had been on long-term loan to the Museum. These collections represent a substantial improvement to the Museum's holdings.

The Museum closed the Time Out! exhibit and began the process of preparing the special exhibit space for 2013's exhibit on the history of the alarm clock. Objects for the exhibit will come from both the Museum's collection as well as the collections of NAWCC members. This exhibit will open as part of the Museum's Wine & Chimes fund-raiser at the end of April 2013. The Gallet Guest Curator will be preparing a wristwatch exhibit, and that area was also prepared for installation.

While the Museum learned in December that it did not receive a grant for documenting the Library's horological business records, the Museum has reapplied for the funding for this project and has addressed the concerns of the grant reviewers in our newly submitted application. Funds for 2013's exhibit schedule as well as the Gallet Guest Curator of Wristwatches position are being provided by the Gallet Watch Group. The Museum also renegotiated the agreement with Hamilton Watch for 2013 so that it would maintain its Ruby Business Membership while also making a substantial donation to the Library.

Finally, the Museum learned in March that the American Alliance of Museums has awarded accreditation to the Museum.

LIBRARY AND RESEARCH CENTER - Sara Butler Dockery, Library & Archives Supervisor

In January Nancy and I began reviewing the security needs for the Library so that a new Library security policy can be written. We will be working on updating rules and regulations for access to the archival and lending collections to bring the Library more in line with the regulations used by other small research collections. While we want to ensure that researchers have access to the information they need, we also need to balance that with the need to protect our collection.

The Library made our first contribution to WatchDig in February. We plan on posting monthly or bimonthly lists of the latest watch books acquired by the Library, which may be of interest to WatchDig readers. This is in addition to the lists of new books published in the *Watch & Clock Bulletin* and on the Library's website. We also feature books that are reviewed in the *Watch & Clock Bulletin* on the Library's homepage.

In March a portion of the duplicate copies of videos in the program collection were transferred to basement storage to free up more room on the shelves. For each program there are at least two VHS copies and three DVDs to ensure that we have enough readily available to meet the demands of the members. In another attempt to free up more room, one of our volunteers has begun weeding the items in our vertical files to remove duplicate items and ensure that there is nothing in the files that should be housed elsewhere.

It is worth noting that we lent a number of videos (44) this quarter to Chapters for use at their meetings and at the Kentucky Thoroughbred Regional. The Program Committee does a fantastic job of making sure that the presentations given at National and the Symposium are recorded and made available to members and Chapters through the Library.

At the end of February we said good-bye Gerald Maurer, who has been working as a Library assistant through the AARP WorkSearch program for the past few years. Gerald has been a valuable asset to the Library and we are sorry to see him go. We wish him luck in his future endeavors.

Finally, in March we welcomed our new Library assistant, through the AARP WorkSearch Program, Esmaeil Mani. Esmaeil will be working three days a week and helping with shelving, scanning, and other clerical work.

January-March 2013

Lending Library Activity

Total materials checked out -	659
Loans through mail -	393
Loans in house -	266
Programs borrowed for Chapter use -	44

Material Types

VCR, DVD & Microfilm Loans -	364
Books and <i>NAWCC Bulletins</i> -	295

Total Number of Visitors -

Students -	37
Non-members -	124
Members -	80

Fulfilled Research Questions -

Paid Non-members -	10
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Library Processing Statistics

Acquisitions:	44
Donations:	130
Cataloged Items:	303

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We conducted several school programs with the assistance of new volunteers (while training them to run future school programs). We developed the exhibit script for the Wake Up! alarm clock exhibit, which will open in April. We also coordinated the loans of several pieces for that exhibit with members and the alarm clock chapter members. We also coordinated the mailing of invitations for the opening of the exhibit, which will be held in conjunction with our annual Wine & Chimes event. We also assisted in the de-installation of the Time Out! sports timekeeping exhibit. We interviewed several candidates for the gallery attendant position, because one of our gallery attendants was moving at the end of January. We met with local coordinators of the Rhoads Scholar program (Elder Hostel), and we will be part of that program for one of their fall local programs with a tour of the museum and evening lecture by Museum staff. We are working with the coordinators to develop a program for their 2014 year with a focus on horology.

NAWCC Workshops/Webinars

We held eight workshops this quarter, with seven of them in March alone. We met with our instructors to schedule workshops for the summer/fall. We coordinated the handout materials for students, supplies purchasing, room setups, and building opening and closing for the instructors. We also are working with the marketing staff to see how we can better market the workshops to outside groups. We researched several outside publications/organizations in which we plan to advertise our workshop programs in the future. We also held our first video webinar on March 23, using the gotowebinar program purchased through the discounted TechSoup program. We had 234 attendees, with a 68 percent attendee rate of those who actually attended versus those who registered. Stephen Nelson presented a webinar on taking apart a three-train Vienna Regulator. Pat Holloway from the Program Committee also took a lead in this program and is working on how to convert some of the Speaker's Bureau presenters to Web presenters to offer more webinars. The results of the survey following the webinar were positive, with an overall request for more Web-based presentations in the future.

Education Visitation Attendance

Jan-March 2013:	Education programs: 83	2013 FY total: 383
	Library Pass Participants: 83	Museum Guides Sold: 25

Volunteer Program

We have five new volunteers: one in Education, one in the Museum Store, and three in the Library. We interviewed several candidates for summer internships in the Library, Museum exhibits, and education. We placed three students who need to complete community service hours for high school graduation requirements in volunteer positions in the Library and in the Gift Shop. We are working with a communications major from a local college who is completing her senior seminar project by producing a three-minute PSA commercial on the Museum. Our longtime AARP Senior worker program ended his allotted time with us, and we have received another worker through this program to assist in the Library/archives area. The former worker is now volunteering in the archives on his own. Total Volunteer Hours for 1st Quarter: 1,082

Public Programs

We held two sleepover programs (one public and one private). We worked with the marketing staff to get materials ready for the Wine & Chimes event as well as material for summer programs. We met with staff of the Turkey Hill Experience to coordinate our schedules for events in 2013 and see how we could cross-promote each other's programs. Public Program/Events 1st Quarter: 88

PUBLICATIONS - Diana DeLucca, Editor

Periodicals – *Watch & Clock Bulletin*

The March issue was mailed on February 22. It included Part 2 of Burt’s Durfee series and Part 3 of Boettcher’s Borgel watchcase series. Six longer articles were in the issue and the regular columns and 2012 award recipients. The May issue was sent to the printer on March 28 and is expected to mail on April 22. The May issue includes eight member-submitted research articles and the usual features. Highlights include articles featuring new information on Adams & Perry Watch Co. and the clocks of Lebanon County, PA.

Periodicals – *Mart & Highlights*

Revenue for May 2012 through March 2013 is shown below.

Issue Number	Issue Date	Revenue per Issue
365	May-12	\$23,566.50
366	Jul-12	\$24,195.90
367	Sep-12	\$25,531.90
368	Nov-12	\$17,896.35
369	Jan-13	\$24,033.10
370	Mar-13	<u>\$25,314.90</u>

Total revenue for this Fiscal Year was \$140,538.65.

Promotional emails, via Constant Contact and personalized emails, continue with each *Mart & Highlights* cycle. The Mart Marketplace, online in the *Mart & Highlights* section of nawcc.org, was upgraded in January to allow more effective ad display and faster in-house processing time. Formatting was also changed on the *Mart & Highlights* and *Watch & Clock Bulletin* online “flipbooks” to allow for access on a wider range of portable devices, including Apple devices.

Special Publications

Sowers’ *Challenging Repairs to Interesting Clocks*, Balcomb’s *The Clock Book*, and Seymour’s *Morbier Clocks* books were processed, ordered, and received through Lightningsource.com, an on-demand digital printer.

Phil Samponaro’s Bristol clockmakers book, a compilation of the five-article series published in 2012, is near completion and ready to send to the author for final approval.

Shelley’s American tower clocks book is in the process of being recreated, with many author changes incorporated and three new clockmaker additions contributed by Donn Haven Lathrop.

Websites

Watchdig.org suffered a server crash in March and was restored with some effort. Efforts are underway to reorganize the site to ensure frequent updates.

A Millersville University intern is expected to work with us on watchdig.org during the summer. Attendance at a recent intern fair resulted in interest by several other students for next year.

Pages were created on nawcc.org for the 2013 Convention and Symposium.

Web team meetings are held every other week to help with progress on the nawcc.org upgrade and redesign, social meeting integration, watchdig.org, and other online projects.

Other Activities and Support Materials

Copyediting and proofing continue on all marketing material: primarily *eHappenings* and press releases. Support for the National Convention and Symposium is ongoing, with as much exposure as possible given to both events in both periodicals. Speaker posters were created for the Convention. Preparation of the separately mailed National Board election ballots was a time-consuming process. Flyers and advertisements for placement in outside periodicals were created for the Education Department. A “Time for a Party”

initiative was developed, advertised in the *Mart & Highlights*, and featured on nawcc.org. Fifty-year certificates were designed. A new business member sticker was designed and ordered.

New Employee

Carol Spencer Morris began working for the Publications Department in March. Carol is a very talented artist with much experience in publishing programs and knowledge of social media. We are very much looking forward to learning new things from Carol and taking advantage of her talent. Hugh Dougherty is no longer employed by the NAWCC.

INFORMATION SERVICES – Kevin Osborne, IS Director

iMIS Association Management Software

The Join process is still in progress and we are close to going live with it. We are working to keep it succinct and easy for the potential member. We configured and installed a test server for iMIS to allow us the freedom to test without conflicting with the live site.

Websites

We also set up a server for testing the upgrade to the Joomla content management system. This allows us to keep the live websites running while we update and test the new websites. This server was installed at the co-location site in Ephrata.

The WatchDig server suffered a hardware failure and would not come back online. We collected it from the co-location site and brought it in-house to see if we could manage to get it back up and running. In the end we were able to get the server to a state where we could copy all the files and configurations for WatchDig. We then recreated the website using the server we set up for the Joomla upgrade (see above), and WatchDig is up and running again.

Local Network

We upgraded our accounting software Sage from version 11.4 to version 13.2 and moved it to our new file and print server. Because this was the last program running on the old file and print server, we shut that server down.

We were having a communications problem with our network. The problem turned out to be a driver compatibility problem with the server itself. We resolved it and the problem is no more.

For the last five years we have been using Windstream as our Internet and phone provider as well as housing our Web servers at their co-location site. This has cost us close to \$1,200 per month for all these servers, and we still only had a slow T1 connection here in Columbia.

We changed all this with a new contract with Comcast Cable Company. They are our new phone and Internet provider. Our Internet connection is 10-15 times faster. With this speed we decided to move our Web servers to Columbia. Our cost per month will drop to about \$500 per month, which will net us a savings of about \$7,000 per year!

PC and Print Equipment

The computer we have used for controlling the door access system is very old and has been giving us problems recently. We reconfigured a newer computer and installed it as a replacement for the original computer. We are also investigating upgrading the security system in general. The original security system is 14 years old and obsolete. Although we had an original quote of 10K, upon further consultation it looks like we can adapt some of our infrastructure and manage an upgrade for much less (almost half).

We updated the license for our Anti-Virus program. This required a manual update to each PC in the building as well as the Server itself. More than 30 computers were upgraded.

Museum and Library

We created two DVDs for the new Museum Exhibit Wake Up! One was a Westclox film about its alarm clocks and manufacturing facility. It was produced before talking movies! The second combined a brief documentary on alarm clocks with a new type of alarm clock. This novel clock requires that you get out of bed, walk to an installed panel, and enter a code to turn off the alarm!

COMMUNICATIONS – Markus Harris, Communications Director

Communications updated and maintained NAWCC websites and online resources. Communications Director Markus Harris designed and sent multiple email newsletters and targeted Constant Contact mailings on assorted topics, including event notices and support for chapter meetings, BOD announcements, and local and regional events. Communications also mailed promotional materials to chapters in support of chapter events, writing and distributing press releases for our Calendar of Events, Night at the Museum, Pritchard Prize for NAWCC News, Wine & Chimes (revised), Watch and Clock Appraisal Courses, Webinar (for NAWCC News), etc. The Web team continued work on website upgrade and extension and prepared for major NAWCC website auction software upgrade. Communications Director continued to work with Higher Logic to preserve functionality between Community server and membership and also designed, formatted, and edited the February and April editions of *eHappenings*, in addition to providing extensive customer service advice to members via Web and telephone.

Communications also emailed Wine & Chimes participants to confirm the new event date; began to make arrangements for additional promos from media sponsors in support of that event; and helped advertise, promote, and support the Time Out! exhibit. The department formatted, printed, mailed, and invoiced newsletters for Chapters 11, 3, 10, 141, 159, 83, and 134 and prepared reports of total print copies used for chapter newsletter mailings. Communications mailed promotional materials to assorted chapters, including posters, chapter meeting cards, and membership applications. Supported arrangements for Wine & Chimes event, confirming participation of all wineries and restaurants and securing their logos, emailing previous attendees, designed layout of vendors to aid wineries in securing licensing to participate. Kim Craven worked extensively with Hall Communications to develop a media sponsor contract for both Wine & Chimes and Hops 'n' Clocks (September 2013). Recruited new participating vendors and helped facilitate the design of Wine & Chimes promotional pieces. We also submitted upcoming events including Civil War Ball, Sleepover, Enlisting Time, the Christmas Tea Event (December 2013), and supported the Summer Picnic event. Contacted Turkey Hill industries and WITF TV regarding upcoming Museum events, prepared generic press packet usable by Communications Department (and chapters) to promote the Association, composed and revised press sheet and media contact information sheets to be used in that press package. Researched watch contact list for mailing press releases (notably Enlisting Time) to various watch publications. Communications researched advertising options for school workshops—promoting them in the *Merchandiser*, regional magazines, and online sites, including the *New York Times* and *York Daily Record* with info on Wake Up! opening. Targeted specific media promoting Sleepover event, printed out promotional flyers/coupons for the VFW Thank a Vet program. Communications finalized plans for workshop advertising, including Publications, eBay, Craig's List, local retirement homes, organized details for St. Patrick's Day luncheon event, submitted articles on Wine & Chimes, Wake Up! opening and Civil War Ball to SVCC for inclusion in upcoming quarterly newsletters. The department also aided in producing ads for *Wood Magazine* and EIAA publications to promote upcoming workshops.

FACILITIES – Chuck Auman, Controller

I have been working with the insurance adjustor and the roof contractor to get the two roof sections repaired. We met again on April 10, and I am waiting for the insurance adjustor's new reports. I am hoping that we can get a good settlement from the insurance company to cover the damaged sections of the roof. We currently have roof temporary restricted funds that I will be using to repair other sections of the roof. These sections are not covered by insurance but must be done. The contractor will repair these other sections at the same time providing us a saving on the repairs.

We repaired the water backflow valve, the sprinkler system water flowmeter, and the vent pipe to the boiler. All of the HVAC filters were replaced as part of the preventive maintenance agreement. I signed a new preventive maintenance agreement with no cost increase and a 15 percent labor saving for service calls from the contractor normal billing rate.

We continue to provide support for the Museum exhibits in painting and assembling items. We continue to do minor building repairs and painting. We started our outside spring cleanup and grass cutting.

DEVELOPMENT – Steve Humphrey, Executive Director

	FY2013	FY2012	FY2011
Unrestricted Contributions	\$134,442	\$123,416	\$91,074
Restricted Contributions	\$199,753	\$187,502	\$61,964
Endowment Contributions	\$6,043	\$37,978	\$9,740
Total Contributions	\$340,237	\$348,896	\$162,778

For the fiscal year that ended March 31, we had the highest amount of unrestricted and restricted contributions in at least the last decade. In-kind donations total \$5,990 versus \$9,960 last year. In-kind donations do not include items donated for which the value is not determined.

The Annual Fund Campaign was kicked off in October with targeted mailings and solicitations on the *W&C Bulletin* carrier sheet and in the *Mart & Highlights*. As of March 31, contributions totaled \$69,908 compared to \$54,385 the prior year. Contributions were received from 500 entities, and the average gift per donor was \$140. There were 14 gifts of \$1,000 or more, which exceeded the years of 2006 and 2007 when the count was 12; 3.1 percent of members contributed to the annual fund, which was a huge improvement over last year’s previous high of 2.6 percent. Members and friends of the NAWCC continue to increase their support in furtherance of our mission of horological preservation and education.

January to March chapter contributions:

- Kentucky Bluegrass Chap 35 - \$250, unrestricted
- Cog Counters Chap 194 - \$250, Museum
- Toronto Chap 33 - \$100, unrestricted
- Queen City Timekeepers Chap 167 - \$100, in memory of
- Timekeepers Chap 76 - \$100, Museum
- Creole Chap 43 - \$1,000, unrestricted
- Sunflower Clock Watchers Chap 63 - \$100, in memory of
- Ozark Chap 57 - \$250, vehicle decals
- Atlanta Chap 24 - \$500, in memory of
- Susquehanna Chap 193 - \$200, unrestricted
- Florida Suntime Chap 19 - \$107, unrestricted
- Arkansas Razorback Chap 62 - \$250, vehicle decals
- San Jacinto Chap 139 - \$250, vehicle decals
- Keystone Chap 158 - \$300, unrestricted

\$295 was received from Op4G for member participation in marketing studies. \$30,000 was received from the Crystal Trust for roof repair. \$3,000 was received from the William M. & Miriam F. Meehan Foundation. \$1,830 was received from the Lancaster County Community Foundation to match gifts to the Extraordinary Give program in November. Numerous gifts were received from members and others to support various projects or for the Museum, Library, and endowments.

ADMIN/OTHER

Time has been spent working with Alexander Haas and others on the planning for our endowment and capital campaign. I also participated in meetings with Barton Associates for the HVAC study that provides a plan for upgrades and replacement for our heating and cooling systems. I attended meetings of the PA

Coalition of Independent Museums and the PA Museums to help craft legislation for a new program to fund museums in Pennsylvania. At the end of January I attended the Greater Los Angeles Regional.

J. Steven Humphrey, Exec. Dir. 4/16/13