

National Association of Watch and Clock Collectors, Inc.

Regional Meeting Guide

**Approved by NAWCC, Inc. Board of Directors
July 2013**

*The Regional Meeting Guide supersedes all previous versions
of the Regional Meeting Handbook.*

NAWCC Convention Committee

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INTRODUCTION

What Is a Regional Meeting?

A Regional Meeting is a large gathering of NAWCC members sponsored by one or more chapters. Regionals provide a means for chapters to combine their talents into a meeting of one or more days and offer a wide variety of horological exhibits, speakers, demonstrations, workshops, and an expanded mart.

All educational and exhibit activities are to be open to the general public, and public attendance should be encouraged. Admission of non-members to the Mart and Auction is controlled under policies described in Section 1.

Although members enjoy the Mart, it should not be unduly emphasized nor should its activities be out of proportion to the lectures, demonstrations, and exhibits that are requirements for an NAWCC Regional Meeting.

Mart buying or selling activity must be between authorized attendees and be restricted to designated Mart areas. The NAWCC does not condone any mart activity outside of the Mart or Auction room (e.g., hotel lobbies, parking lots, etc.) unless they are organized as part of the Regional, such as a controlled tailgate mart. Mart activity must be restricted to horological items only. Any infractions of Mart regulations or rules or of NAWCC Bylaws and Standing Rules can result in disciplinary action against the member and or Chapter(s).

What Makes a Regional Meeting Successful?

There are a number of characteristics of successful Regional Meetings. Here are a few:

1. Participants have **FUN!**
2. There is a friendly, helpful, low-key attitude by the organizing committee.
3. Conflicts are resolved with aplomb – “Kill them with kindness.”
4. Participants have **FUN!**
5. There are ample opportunities to develop **good** memories.
6. Everyone in the Regional organization exudes a spirit of hospitality.
7. The Regional delivers maximum benefit for minimum cost.
8. Educational activities are critical. Remember, the Mart is an educational function too.
9. The public is welcome and enticed to come and participate.
10. All attendees are regarded as customers and treated as valued customers.
11. This year’s good will and attendee enjoyment are major components of next year’s success.
12. Participants have **FUN!**

GENERAL CONDUCT

Any person who participates in any Regional activity or enters a Mart or Auction room shall be governed by this rule of conduct: Participants are expected to conduct themselves in an ethical and responsible manner at all times, and boorish, vulgar, offensive conduct or language shall not be condoned. Smoking is permitted in designated areas only.

The Member Code of Ethical Conduct may be found at www.nawcc.org/index.php/members-documents. The current version is included as Appendix A.

DISCLAIMER

The NAWCC maintains this position: Regardless of any of the above, participation in any Regional activity is entirely voluntary, and neither the Association, Chapters, nor officers and members thereof assume any responsibility for damages, losses, torts, or misunderstandings arising from the operation of a Regional.

Participation and attendance at Regional Meetings provide no exemption from state, local, and federal laws and regulations, including, where applicable, state, local, and federal taxes.

LEGAL REQUIREMENTS

The NAWCC has no legal responsibility for Regionals. The organizing chapter(s) assume(s) all legal responsibilities, including signing contracts and legal documents associated with the Regional. The organizing chapter(s) have full financial responsibility and share profits and cover losses.

REFERENCE

The National Association of Watch and Clock Collectors, Incorporated, may hereinafter be referred to as NAWCC, Inc. or as NAWCC.

The term Regional Meeting may hereinafter be referred to as Regional.

Reference to either gender shall be deemed to include masculine and feminine wherever necessary or appropriate, and the singular shall include the plural, and vice versa.

HOW TO USE THIS HANDBOOK

This Regional Meeting Guide is designed to assist in planning and managing a Regional Meeting.

The Guide has six sections:

SECTION 1 - Regional Meeting Requirements

SECTION 2 - Guidelines for Sponsoring a Regional Meeting

SECTION 3 - Regional Leadership and Organization

SECTION 4 - Regional Committees - Duties and Responsibilities

SECTION 5 - Determination of Registration and Mart Table Fees

SECTION 6 - Appendix

The Chair should remove, duplicate, and give the various sections to appropriate committee Chairs or committee members responsible for various phases of the meeting. That way, everyone will have clearly defined duties and responsibilities and will be aware of the tasks they are expected to perform.

If you have the PDF version of this document (available from www.nawcc.org or NAWCC Member Services), you can select and print different pages for committee members. In addition, in the PDF version, the forms have been created in a “fillable” way. That is, these forms can be filled out while displayed on your computer and printed along with the filled-in sections. This greatly improves their legibility.

This Guide is not intended to standardize Regional Meetings. However, it does set forth requirements by the NAWCC that must be followed by all Regionals. In general, Regional Meetings should continue to reflect the uniqueness of various chapters and the destination, which together make each Regional Meeting different and add to the enjoyment of all who attend.

The Chair and members of the NAWCC Convention Committee are always available to give counsel and answer questions. Please feel free to contact any of them. You will find current contact information on the NAWCC website www.nawcc.org.

This handbook is built on ideas that have succeeded in the past. If you develop an idea that works well for your Regional and think it would benefit others, please contact the Convention Committee Chair, describing your idea in detail.

Please send your suggestions to:

Convention Committee Chair

c/o NAWCC, Inc.

514 Poplar Street

Columbia, PA 17512-2130

Convention Committee Chair: CCchair@nawcc.org

Regional Meeting Coordinator: Regionals@nawcc.org

The following description of CVBs and DMOs and how to work with them is provided by the Destination Marketing Association International.

Convention and Visitors Bureaus (CVBs)

CVB experts have been helping meeting planners, business travelers and leisure tourists find the perfect location and fit for more than 100 years. They are the quintessential source of information about hotels, facilities, attractions, restaurants and activities, and should always be the first contact when planning your event. All CVBs are not-for-profit organizations primarily funded by their local governments, usually through a portion of hotel occupancy taxes. Their mission is to promote the long-term development and marketing of a destination, focusing on convention sales, tourism marketing, and services. As the tourism marketing arm of the destination, the CVB is responsible for creating public awareness about their destination and, ultimately, booking the meeting and event business that feeds the economic engine of the region. And, because their services are funded by local stakeholders, they are [free](#) to the planner.

Why would the local community invest its dollars in the CVB? Because travel and tourism enhances the quality of life in their destination by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals. Travel and tourism is one of the world's largest service exports and largest employers. In the United States, for example, travel and tourism is the third biggest retail sales sector, contributing more than \$599.2 billion annually to the nation's economy and generating \$99.4 billion in tax revenues (2004 figures from the Travel Industry Association). Indeed, travel and tourism is an economic engine and CVBs are the key drivers.

Thousands of savvy meeting planners make the CVB their first point of contact.

Destination Marketing Organizations (DMOs)

Essentially, the terms CVB and DMO are interchangeable. Referred to as CVBs for many decades, destination marketing organizations began identifying themselves as DMOs in an effort to convey a less bureaucratic connotation to the traveling public. Similarly, many CVBs, such as *VisitPittsburgh*, *Meet*

Minneapolis and San Francisco Travel, have replaced the traditional “Convention & Visitors Bureau” portion of their name with a more descriptive, action-oriented name. Like many other re-named CVBs, *Experience Columbus* now identifies with the more contemporary DMO designation, but is still happy to acknowledge that it is the region’s convention and visitors bureau.

Every CVB is a DMO, but, technically, not every DMO is a convention and visitors bureau: some destinations have no meeting facilities and consequently market to leisure travelers only; some focus solely on meeting and convention business and leave transient tourism marketing to other entities.

Written by:

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Managing Director

empowerMINT.com

Destination Marketing Association International

Washington, DC

Free CVB Services

Don’t Let Them Go to Waste!

If you ask 100 meeting and event planners to name their biggest professional challenges, chances are 98 will cite time poverty and “streamlined” budgets. Too often, the do-more-with-less philosophy is causing stress in the workplace, and either the quality of the meeting or the effectiveness of the planner is compromised. If you were offered an additional staff person for free, would you take it? If you could get complimentary high-level meeting services, such as consulting, housing assistance, and attendance promotion marketing, would you accept? If you said yes, and you are not taking advantage of all the free assistance available from convention and visitors bureaus (CVBs), it may be because you are unaware of their mission and the variety of free services they offer to help planners produce a successful event. But, even if you are a seasoned planner accustomed to using CVB’s free services, please read on to be sure you’re taking full advantage of all they have to offer.

Think of a CVB as your go-to advocate, one who is there to:

- educate you about the hotels, facilities, attractions and venues in their destination
- help you find the perfect fit for your meeting
- provide a myriad of convention services
- serve as your advocate and liaison to the meeting destination community
- keep you informed about local developments that might affect your meeting

Sadly, some associations and corporations budget for outside management companies to provide many of the services that CVBs provide for free, perhaps because they suspect there must be a catch, a hidden agenda – and they’re right. In return for all this free assistance, the CVB expects you to have a successful meeting experience, one that your attendees will rave about and, hopefully, induce you to return in the future. While the benefits you receive from working with the CVB are free to you, there is actually a combination of funding sources that underwrite the activities of the CVB, most notably a portion of hotel occupancy taxes that are earmarked to support tourism efforts. Local governments know

that the marketing efforts of the convention and visitors bureau result in their community's economic growth, and their investment reaps invaluable rewards.

All CVBs offer complimentary destination information, assistance in creating and distributing your request for proposal (RFP), coordinating your site inspection visit, recommendations for venues and support vendors, attendance promotion assistance, and serving as your community liaison. Some additional services such as registration personnel or free airfare for your site inspection may be based on the size of the meeting or have a fee.

Here's what you can expect for FREE:

Destination Expertise

CVB sales professionals are experts when it comes to knowing the ins and outs of their cities, so it follows that they are the best first point of contact to help you find the right fit for any size meeting.

They accomplish this by:

- educating you about the hotels in their destination
- helping you understand the desirability and fit of your meeting for the different types of hotels
- discussing the seasonality and pattern preferences of the hotels, especially if lower rates are a priority or preferred date availability is an issue
- informing you about possible conflicts with other city events or meetings

"It feels to me that CVBs are there to help without strings attached," observes Cynthia McDowell, CMP, CSEP, Director, Convention & Meetings with the National Stone, Sand and Gravel Association. *"Using a CVB allows me to gather information and make a destination decision without contractual pressure from properties. A CVB sells their city and it doesn't matter to them at which specific hotel property you book your meeting, they are truly interested in bringing business to their city."*

RFP Distribution

Your CVB expert will work with you to determine the appropriate hotels, meeting/convention facilities and event venues based on the goals and requirements for your meeting, assist you in creating an effective RFP, and distribute it to the hotels of your choice. He or she will follow up with them to be sure they are responding in a timely manner and intercept hotel questions so you're not inundated with phone calls and emails. Your sales professional understands the value and uniqueness of your meeting and serves as your advocate to the hotel community,

Site Inspection Details

When you're ready to visit the hotels, the CVB saves you hours of planning by establishing your itinerary, confirming hotel appointments and accommodations, and arranging for on-site transportation. In most cases, your CVB sales professional will accompany you, pointing out venues and attractions which may fit into your meeting program. Because you submitted your RFP to the CVB, you are ahead of the game: the specs, food and beverage requirements, goals and objectives have been outlined and explained already, and the proposals you received in response have narrowed the focus of your site trip.

Why spend your valuable time putting together all the pieces of the site visit puzzle when, with one phone call, you can enlist the free-of-charge services of a destination expert to do it all for you?

Event and Off-Site Selection Support

Besides helping you find the best match in hotels and meeting spaces, CVBs will suggest venues for off-site activities from golf courses for your annual tournament to appropriate restaurants for the board dinner. They will provide referrals for vendor support services, from audio visual providers to airport transportation, florists, speakers and printers – any local company who may be involved in the production of your meeting.

Political/Community Liaison

Nobody knows the community better, or is more involved, than the CVB, a fact that puts them in a position to connect you with local political, education, business industry, and media contacts. If your meeting includes a social responsibility project, the CVB can suggest appropriate charities or partner organizations.

Attendance Promotion

The CVBs of all meeting destinations provide complimentary maps and general destination information, logos, destination videos, and photo albums which you can use to build awareness and excitement about your meeting's location. Some of the many additional attendance promotion services which CVBs may provide, based on the size of your group, are:

- A customized landing page or link on the destination website
- Small logoed promotional items
- Destination materials to promote next year's meeting
- A destination representative to promote next year's meeting
- Assistance with securing sponsorships from local companies that partner with groups for exposure during the meeting

Written by:

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Destination Marketing Association International

Washington, DC

SECTION 1

REGIONAL MEETING REQUIREMENTS

These requirements have been approved by the NAWCC Board.

(a) Date

A regional date should not conflict with another Regional, the National Convention, or the NAWCC Ward Francillon Time Symposium. In certain instances, conflicting dates with another Regional may be allowed with the approval of the Convention Committee and the Board of Directors. Contact the NAWCC Regional Meeting Coordinator at Regionals@nawcc.org to arrange a suitable date.

(b) Non-Horological Items

The buying/selling/trading or otherwise exchange of non-horological items is prohibited in the Mart and Auction(s). Notices to this effect should be published in all advertisements and registration forms and posted in all Mart areas.

Traditionally, certain items, such as barometers and other weather-related gauges, have been permitted at Regional Meetings, on the grounds that such devices have often been paired with timepieces throughout history. Music boxes and automata both have mechanisms similar to clocks and are also permitted.

(c) Education

A series of lectures and/or workshops must be a major component of each Regional.

(d) Exhibit

An Exhibit of horological items must be part of the educational program of each Regional. It is preferred, but not necessary, that the exhibit have a theme. All items in the Exhibit should be identified and described.

(e) Authorized Attendees Only

Only Members and Escorted Visitors are allowed in Mart rooms and Auction during Member-only activities.

Spouses (or “significant other”) and children under 18 years of age will also be admitted even when not accompanied by the NAWCC member. Spouses must pay the appropriate admission fees, while children under the age of 18 are admitted free. All must wear appropriate badges for admission.

The general public is welcome at workshops, lectures, and the Banquet, but not in the Mart or Auction areas, unless the Regional Meeting has secured permission to conduct a Public Day event, in accordance with NAWCC policy (See Public Day information in Appendix).

1) Escorted Visitors

Non-members may observe Mart and Auction room activities while escorted by a member designated by Regional officials. Escorted visitors must comply with NAWCC policy (see

Appendix N) and be identified by special badges indicating they may not buy or sell.

2) Service Assistants

NAWCC members who, because of disability, require the assistance of service aides may be accompanied by those aides. Such service aides need not be NAWCC members or pay admission fees. They may enter Mart and Auction rooms only when accompanying the NAWCC member they are assisting, must remain with the member at all times, and may not themselves participate in buying or selling. They should be issued badges similar to those provided for spouses and children.

3) New Members

Those joining the Association as Regular Members, Associate Members, Youth Members, and Student Members at the Regional should be issued the last copy of the three-part NAWCC Membership Application, which serves as their receipt and includes the Member Code of Ethical Conduct on the reverse side. This official receipt can be carried to other NAWCC events as proof of membership until their NAWCC membership card is received.

4) Introductory Members

Prospective attendees who do not wish to commit to a full-year Regular NAWCC membership may enroll for a one-time, four-month duration “Introductory Membership.” Introductory Members must never have been NAWCC members in the past and will receive full membership benefits, including NAWCC publications, during the Introductory Membership period. All members of the Regional organizing committee should do all possible to make new full or introductory members feel welcome. A new member’s first experience with the NAWCC will have a lasting impression and must be positive and memorable.

Introductory Members should be issued the last copy of the three-part NAWCC Membership Application, which serves as their receipt and includes the Member Code of Ethical Conduct on the reverse side. This official receipt can be carried to other NAWCC events as proof of membership until their NAWCC membership card is received.

5) General Public

Lectures, workshops, and exhibits should be free and open to all, including the general public. This is an important point, because it supports the Association’s commitment to providing educational and scientific information as part of the justification for its not-for-profit status. These activities also can have the effect of whetting the appetites of those attending them and can result in their decision to become members of NAWCC.

6) “Public Day”

Upon approval by the NAWCC Convention Committee, Regional Meetings may include a Public Day at which members of the general public are permitted to enter the Mart room and attend auctions to make purchases. See Appendix B for a complete description of these Public Day events and procedures for seeking approval to include one in your Regional Meeting. Convention Committee approval is for each individual Regional and must be renewed in subsequent years as desired.

(f) Photo Identification

All new members who apply for membership or to renew their membership at a Regional must present photo identification. Photo identification is required for those members who do not have their membership cards with them.

(g) Insurance

All Regionals are required to have exhibit and liability insurance. Contact the NAWCC Controller for assistance. See Appendix C.

(h) No Smoking Policy

Smoking is permitted in designated smoking areas only.

(i) Media

Media will be allowed in the Mart or Auction rooms only when escorted by Regional officials.

(j) Computerized Registration System

Special computer software is available for both pre-registration and on-site registration. Contact NAWCC Member Services for details.

(k) Online Pre-Registration System

The NAWCC offers Regional Meetings assistance in setting up Internet-based online pre-registration, including acceptance of payments by credit card. Contact NAWCC Member Services for details.

(l) Reports

The Registration Chair must submit all membership forms and fees for Introductory Members, new members, and reinstated memberships to NAWCC Member Services within five (5) days of the close of the Regional.

The Regional Chair must submit a final report to NAWCC Member Services for recording and distribution within thirty (30) days of the Regional. See Appendix K for the report form.

SECTION 2

GUIDELINES FOR SPONSORING A REGIONAL MEETING

When a chapter or group of chapters decides to sponsor a Regional Meeting, they should proceed as follows:

(a) Select a Regional Name

Select a single, recognizable name that is representative of the particular region and acceptable to all sponsoring chapters.

(b) Establish Host/Co-Hosts and Sharing Relationships

Participating chapters in a Regional should be willing to share workload and responsibilities. Chapters may decide to rotate host and co-host duties from year to year, including rotation of host cities.

If one destination is more suited because of its central location or easy accessibility by air or car, then the chapters may choose to remain in that location and rotate host responsibilities.

The chapters may also agree that one chapter, because of its size and availability of volunteers, is to be the “permanent” host and the other chapters co-hosts.

In addition to agreeing on sharing workload and responsibilities, chapters must agree on how surplus gains or losses will be shared. The host chapter might keep all surpluses and make up any losses. Or the chapters might establish distribution percentages for the host and co-host chapters based on the responsibilities and/or size of each chapter.

The key concept is that there is a good working relationship among the sponsoring chapters. Avoid overloading, with resulting “burnout,” of any one individual or group.

Those Regional groups who rotate hosting responsibilities and locations should agree on a plan of action in the event a Chapter may not be able to fulfill its hosting obligations in a particular year.

(c) Select a General Chair

Members of the Host Chapter should be selected as General Chair and Vice-Chair. The Chair may appoint, or the membership may elect, a planning committee to plan the Regional.

(d) Choose a Date

The NAWCC Convention Committee must approve all Regional dates. There are several factors to consider in selecting a date for the Regional Meeting:

- 1) The date the hotel or convention facility can accommodate your Regional **at a reasonable price**. The cost of a facility is usually highly dependent upon which other group events coincide with your Regional. If you can find a date that no other group is requesting, you may be able to secure a greatly reduced price.
- 2) A Regional date should not conflict with another Regional, the National Convention, or an NAWCC Symposium. In certain instances, conflicting dates with another Regional may be allowed with the approval of the Convention Committee and the Board of Directors.
- 3) Additionally, the date should not be scheduled on religious holidays as defined by the NAWCC Standing Rules. Consideration should also be given when considering dates that are typically times spent with family (i.e., Valentine’s Day, Mother’s Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and New Year’s).

(e) Choose a Location

Contact and visit the available meeting facilities in your area. Your local or state Chamber of Commerce or Convention and Visitors Bureau can help you with information and planning.

Consider the following points in selecting a location:

- 1) **Accessibility:** Is the location easily accessible by air or major highways? Is transport available to and from the airport? Is it free or at nominal cost?
- 2) **Distance between meeting facility and hotels:** If your Regional is held at a convention center, are there enough hotel rooms within easy (and safe) walking distance? Some attendees may need to travel back and forth to their hotels with goods or money on their persons and will understandably be concerned about safety. Are shuttles available?
- 3) **Hotel rooms:** Will the hotel block enough rooms at a reasonable rate? The hotel may be willing to reserve additional rooms nearby to handle overflow. If so, ask the hotel if it is able to provide free shuttle transportation to the other hotel(s) if they are not within easy walking distance.

Hotels may also be willing to “comp” room nights at no charge if the group exceeds a certain number of paid nights. These rooms may be used for special guests or by the Regional General Chair.

Will the hotel impose a financial penalty on the Regional if a minimum number of room nights are not sold?

Are there sufficient safe deposit boxes available?

- 4) **Parking:** Are there adequate parking facilities for hotel guests as well as local participants? Is there an additional charge for parking for hotel guests? Is there an additional charge for parking by local participants? Do hotel guests have “in-and-out” privileges without additional charge? Is RV parking available? Can the facility accommodate high-top vans, trucks, and trailers/haulers with easy access? If there is a parking fee, are three-to five-day parking passes available at a discount?
- 5) **Facility discounts:** Does the convention facility offer incentive discounts to the Regional based on the number of hotel room nights sold at the convention hotels or in the general area? If so, what must you do to provide the required proof of room nights sold?
- 6) **Mart room:** Is the Mart room big enough for the anticipated number of mart tables (in compliance with local fire codes)? Is there adequate lighting and accessibility for loading into the Mart room? (Consider drive-in, walk-in, interference with street traffic, and elevators.) It must be possible to secure the Mart room. Some tableholders may request electrical power at their tables. Is it possible to provide power at a reasonable cost? Are there accommodations for physically challenged persons?
- 7) **Unions:** Experience has shown that non-union facilities tend to be more reasonably priced and allow more duties to be performed by the organizing committee.
- 8) **Registration area:** Does the Registration area have ample desk, storage, and working space? Is electricity and Internet access available for computers? Can the area be secured, so that it may be left set up overnight? If not, is there convenient secure storage nearby for computers, printers, etc.?
- 9) **Function rooms:** Are there suitable rooms for the Lectures, Exhibit, Auction, and Banquet functions? Are these easily accessible and well lit? Can they be secured? Do the rooms have projection screens and projection equipment? May the Regional supply its own A/V equipment? Is there an on-site audiovisual provider who can help? What are the charges for projection equipment, microphones, screens, etc.?

- 10) Facility equipment/furnishings:** Can the facility provide tables, tablecloths, and chairs for the Exhibit and Mart rooms? If not, can you rent them at a reasonable cost? Is it possible for the Regional committee to cover tables themselves?
- 11) Facility charges:** Is there an extra charge for the use of Exhibit, Meeting, Mart, Auction, and other required rooms? Many facilities will supply these free of charge in exchange for the anticipated room rentals and/or food and beverage purchases.
- 12) Food and beverages:** Are the food and beverage facilities adequate and at reasonable cost for the Banquet and Hospitality functions? Do these facilities have minimum sales requirements, which if not met, may result in additional charges? Is it possible for the Regional committee to bring in food and drink for hospitality? This can result in great savings. In general, if this is allowed, facility rules may require food and drink be consumed in the designated hospitality room.
- 13) Internet availability:** Even with the latest membership information from NAWCC Member Services, it is often necessary to check the official headquarters database for member status. Also, now that more and more collectors are making use of computers, is there Internet service (especially broadband Wi-Fi service) available in the facility and convention hotels at reasonable cost?
- 14) Security:** Does the facility have its own security personnel or an arrangement with a private firm that can provide security services during meetings and after hours? Uniformed armed off-duty police also may be available and cost effective. They have the advantage of direct and immediate access to the police station.
- 15) Amenities:** Are there restaurants, shopping, sightseeing, and entertainment in the area? Can the local Convention and Visitors Bureau provide personnel to advise attendees on-site, provide literature for attractions, and assist in planning special tours and activities during the Regional Meeting?
- 16) Price negotiations:** Active, firm, and detailed negotiations with hotels and convention centers can result in large cost savings. In some areas, convention facilities operate at little or no profit, in consideration of the fact that secondary income, such as room nights, food purchases, and shopping provide an economic impact to the area. The NAWCC Convention Committee can assist with negotiations, if requested.

(f) Regional Meeting Application

You must make a written request of the NAWCC Convention Committee requesting an official Regional date. The earlier you do this, the more likely the date you want will be available. Two to five years in advance is not too early. If there is no conflict with other event dates, the Convention Committee will put a tentative hold on the date and provide you with a **Regional Meeting Agreement** form (see Appendix D) requesting specific information about the Regional and signatures of the Host Chapter President and Regional General Chair.

Other documents (a copy of this Handbook) and Regional requirements (i.e., a letter from NAWCC Board requiring high-quality exhibits and programs; see Appendix E) will be sent to you.

Upon receiving completed Regional Meeting Agreement forms, the Convention Committee will approve and sign them. A copy will be returned to the Regional Chair, and a copy will be sent to NAWCC Member Services.

The NAWCC will publish pertinent information about the Regional Meeting in the *Watch & Clock Bulletin* and *MART & Highlights* under "Dates to Remember," as well as on the NAWCC website, beginning approximately one year before the meeting.

(g) Regional Meeting Contracts

You should make firm, written contracts with the hotel(s) and/or convention facility. Contracts must explicitly state the Regional date, number of hotel rooms reserved and agreed room rates, function rooms (Mart, Exhibit, Meeting, Auction, Banquet, etc.) reserved and rental fees, agreement on complimentary rooms, a statement of banquet meal cost, and items offered by the hotel at no charge (e.g., tables, chairs, table coverings, transportation to and from airport, shuttle services, etc.). The Host Chapter should execute these contracts.

A sample addendum is available in Appendix F containing the verbiage for specific paragraphs which should be included in the facility, hotel, and other contracts, as applicable. If the pertinent paragraphs are not included in the contracts, the contracts should be rewritten with the paragraphs inserted or attached as an addendum and initialed off by all signing authorities.

In many cases, the Regional contracts may be signed several years in advance of the event. Because of high turnover of hotel personnel, you should maintain contact with the facility on a periodic basis.

The NAWCC Board and staff will not be responsible for any contractual agreements or legal matters for Regional Meetings. All profits, losses, contracts, contract disputes, legal proceedings, etc. are the sole responsibility of the organizing Chapters.

(h) National Representative

A National Officer or Board member will be assigned by the NAWCC Board Chair to be the official Representative of the NAWCC to the Regional. Upon assignment by the NAWCC Board Chair, a letter/email will be sent to the Regional Meeting Chair requesting certain amenities and stating certain expectations.

The function of this Representative is to assist the General Chair, review overall Regional activities, make suggestions, assist with resolution of disputes and ethical matters, and answer questions.

The following suggestions are offered to provide the maximum opportunity for interaction between the Representative and the attendees:

- 1) Schedule an assigned time in the agenda for a “Meet Your National Representative” program.
- 2) Provide a table in a highly visible area (perhaps in the Mart Room) where the attendees can visit with the Representative.
- 3) Make frequent periodic announcements to advise the attendees that the Representative is available to meet with them.

The Representative will also speak on the affairs of the NAWCC at the Banquet and will assist with both Regional and National level awards.

The National Representative will file a report on the Regional (NAWCC REGIONAL MEETING BOARD REPRESENTATIVE REPORT (see Appendix G) with NAWCC Member Services for recording and distribution.

SECTION 3

REGIONAL LEADERSHIP AND ORGANIZATION

(a) Regional Committees

A General Chair assisted by a Vice Chair should head a Regional and have the following suggested committees.

Finance	Exhibit	Door Prizes	Silent Auction
Registration	Banquet	Activities	Photography
Mart	Security	Publicity	Graphics Arts
Program	Hospitality	Auction	Public Day

These recommendations are based on an ideal situation. For smaller Regionals, it may be possible to combine some committees.

Try to include newer members in Regional planning. These are the Chairs of the future. Assigning newer members the positions of Committee Vice Chairs is an excellent way for them to receive “on-the-job-training.”

(b) General Chair’s Responsibilities

The Regional Meeting General Chair has the overall responsibility of ensuring that all committees perform their responsibilities and function efficiently, within budget, and that meeting requirements are fulfilled and proceed in an orderly manner.

- 1) The General Chair is responsible for selection of the meeting site and host hotel(s).
- 2) The General Chair has the responsibility to negotiate and sign **all** contracts. Contracts would include, but not be limited to, contractual agreements with:
 - (a) Convention facility
 - (b) Hotel(s)
 - (c) Catering (food and beverage providers)
 - (d) Equipment and furnishings providers (e.g., tables, chairs, display/exhibit furnishings, pipe and drape, stanchions, audio/visual)
 - (e) Any third-party service providers such as:
 - (f) Security
 - (g) Professional services such as auctioneer, photographer, and/or videographer
 - (h) Shuttle transportation between facility and hotel sites and to special off-site venues
 - (i) Other needs as required and appropriate

Some of the above items may be covered in the facility/hotel contracts.

3) The General Chair should distribute the appropriate parts of this Handbook to the corresponding committee chairs. Explain to each committee chair how much authority and responsibility each has.

4) Using SECTION 5 of this Handbook, the General Chair should develop a budget, based on input from the committee chairs, (See Appendix H). By estimating committee expenses and projecting attendance and Mart table demand, you can establish appropriate fees for registration and Mart table rental.

- 5) The General Chair makes recommendations, advises the various committees, and serves as a mediator and collaborator. The General Chair and Committee Chairs should have periodic meetings to discuss plans, progress, and problems.
- 6) The General Chair is responsible for establishing the agenda of Regional Meeting activities.
- 7) The General Chair also distributes complimentary hotel rooms earned as a result of room nights sold during the convention. The NAWCC Representative should have a complimentary room, as well as the General Chair. Any remaining complimentary rooms may be divided among speakers and major committee chairs, according to host chapter policies developed in advance of the Regional Meeting.
- 8) The General Chair is responsible to the NAWCC and the Host Chapter for ensuring that the meeting is conducted in the best interest of the Association and within its Bylaws. The General Chair is responsible for all reporting and proper accounting of funds.
- 9) The General Chair should submit a list of committee members and other volunteers to receive appreciation certificates, using the form sent by Member Services. A sample of the form is included in Appendix I.
- 10) The General Chair should require each Committee Chair to submit a **Regional Committee Report** (see Appendix J) within two (2) weeks of the conclusion of the Regional. This report should emphasize problem areas, solutions, and suggestions for improvement. Major successes and the results of new ideas and procedures should also be discussed. Each report should also include the amount of money spent by the Committee Chair versus the amount budgeted. Significant differences should be explained.
- 11) The General Chair should complete the NAWCC **Regional Meeting Final Report** (see Appendix K) and send it to NAWCC Member Services for recording and distribution within thirty (30) days of the conclusion of the Regional Meeting.

(c) **Liability Insurance**

Liability insurance is required by the NAWCC. It is recommended that chapter liability insurance be purchased by the host chapter, which will cover all the chapters' activities for the year, including the Regional Meeting. The Regional may want to reimburse all or part of the cost of this insurance to the Chapter. This insurance will typically cost from \$375 to \$750. The NAWCC has arranged with one or more brokers to provide chapter liability insurance. If the host chapter does not already have liability insurance, contact the NAWCC Controller for information on liability insurance. A certificate of insurance naming the NAWCC as an additional insured must be submitted to NAWCC Headquarters prior to the event.

Most convention facilities and hotels require that they be named as additional insured on the liability insurance policy. If this is the case, pass this information on to the insurance broker as early as possible so that the insurance policy may be adjusted to reflect this requirement and a certificate issued. Most facilities require a minimum of \$1,000,000 coverage and some require more. See Appendix C for NAWCC Insurance Programs.

(d) **Vice Chair's Responsibilities**

The Regional Vice Chair has the responsibility to assist the General Chair and to assume those duties in the event of incapacitation of the General Chair.

SECTION 4

REGIONAL COMMITTEES DUTIES AND RESPONSIBILITIES

(NOTE: This section and the appendix section are designed to be removed and reproduced. To ensure full understanding of committee responsibilities, each committee chair should be given a list of responsibilities and a copy of these procedures at the initial committee meeting.)

FINANCE COMMITTEE

IN BRIEF: The Finance Committee is responsible for all receipts and disbursements of money and the maintenance of an adequate accounting system.

Bank Account and Accounting System

Set up a checking account for the Regional Meeting. Use the name of the Regional Meeting and the Finance Chair's address on the account. At least one other Chapter member should be included as a signatory on the account; suggestions are the General Chair or the Chapter President. Your bank will require you to provide an **Internal Revenue Service (IRS) Employer Identification Number (EIN)**. For this reason, it would be wise to ensure that the not-for-profit status of the host chapter is in accordance with IRS regulations.

The account mailing address should be that of the Finance Chair or Chapter's post office box.

A suitable amount may be borrowed from the Host Chapter's treasury to open the account and pay initial expenses. This money should be returned to the Host Chapter's treasury when sufficient funds have been received or at the conclusion of the Regional Meeting.

Some Regional Meetings also solicit contributions of "seed money" from co-host chapters.

The Finance Chair should create and maintain an accounting system with a receipts journal and a disbursements journal.

Recommended System:

- 1) Acquire a rubber stamp for endorsing checks:

For Deposit Only
To the Account of the
"XYZ" Regional Meeting Fund

Use this stamp to endorse all checks received. The line on the stamp, "**For Deposit Only,**" is a valuable protection, since a lost or stolen check so stamped cannot be exchanged for cash at any bank. Use this same procedure for checks received during on-site registration.

The bank will send statements to the Finance Chair, who can ensure current financial status.

- 2) Checks for expenditures may be signed by the Finance Chair or the General Chair. For extra security, it may be wise to require both signatures on checks over a specific amount, such as \$500.
- 3) The Finance Chair must maintain close communication with the Pre-Registration and Registration Chairs. Pre-Registration money should be deposited at least weekly.
- 4) For security, cash on-site during the Regional should be kept to an absolute minimum. Check with your hotel and/or convention facility to determine whether they have lock boxes available. If so, you may consider using these, because they can relieve the Finance Chair of much of the responsibility of transporting and securing cash.
- 5) The Finance Chair should insist that all Regional Meeting Committee Chairs turn in receipts promptly.
- 6) At the conclusion of the Regional Meeting, the Finance Chair must make sure that all receipts are turned in and all expenses are paid in a timely manner, preferably within two weeks.
- 7) Memberships collected at the Regional Meeting should be forwarded to Member Services at NAWCC, 514 Poplar Street, Columbia, PA 17512 within five (5) days after the Regional Meeting. The original (first part) of the three-part Membership Application should be sent along with the appropriate membership dues payments.

REGISTRATION COMMITTEE

Importance: The Registration Committee is a vital part of the marketing for a Regional Meeting. Especially for conventions that do not have a separate Publicity Committee, the Registration Committee may be the one with the most contact with attendees, from announcing and promoting the Regional through registering and providing information about the event. If you do not have a separate Publicity Committee, be sure the Registration Committee has a copy of the Publicity Committee information in this Handbook.

Ultimately, the success of any Regional Meeting is directly dependent on the number of attendees and their judgment about how well they were treated before and during the event.

Experience shows that if an attendee is unhappy this year, that attendee may have a negative effect on your success in subsequent years, because an unhappy attendee is likely to communicate unhappiness to other attendees and prospective attendees, negatively influencing their decision to attend future Regionals.

As a result, what the Registration Committee does is critical, and the Registration Committee should work closely with the Publicity Committee.

The Registration Committee's Work

The Registration Committee's duties are to acknowledge registrations, maintain a record of registrants (attendance number, names, NAWCC number, type of package purchased, number of mart tables purchased, options purchased, etc.), prepare registration packages prior to the meeting, process on-site registrants at the meeting, and forward funds to the Finance Committee Chair on a timely basis.

Pre-Registration vs. On-Site Registration: There should generally be two "Co-Chairs" for the Registration Committee: Pre-Registration and On-Site Registration. Statistics show that 40 to 60 percent of attendees pre-register for a Regional Meeting.

Experience indicates that maximizing PRE-registration is desirable for a number of reasons:

- 1) It avoids the problem of long lines waiting on-site.
- 2) It provides more time to handle registration tasks, thereby reducing stress and the potential for errors.
- 3) It gives Regional Meeting organizers a better idea of the number of attendees to expect and what steps to take to ensure convention events proceed smoothly.
- 4) It provides a larger initial bank account, making it easier to handle expenditures.

Records: Use a ledger book, some form of a Registration Worksheet with a running balance of monies collected (see Appendix L for an example), or some computerized registration system showing each registrant's name, registration number, NAWCC number, functions requested, and amount paid.

Computerized and Internet Registration: A computerized registration system is available from NAWCC Member Services for use at Regional Meetings. Contact NAWCC Member Services for the specifics and equipment requirements. NAWCC also offers Regional Meetings assistance in setting up Internet-based online pre-registration, including acceptance of payments by credit card. Contact NAWCC Member Services for details about this system.

Pre-Registration Cutoff: There should be a cutoff date for pre-registration, about two weeks prior to the Regional Meeting. This precludes problems with late delivery of mail, allows the registration chair to complete paperwork before the Regional, and gives the registration chair time to prepare for the on-site registration process.

Registration Fees: Maximizing pre-registration is at least partly a function of admission fee structure. Many Regional Meetings charge a higher amount for on-site registration than pre-registration. The additional registration fee for on-site registrants should be clearly stated in the published registration form. If this differential is large enough, it provides an incentive for attendees to pre-register. At the same time, if the differential is too high, prospective attendees who are unable or reluctant to pre-register may decide not to attend at all.

Refund Requests: Understand that some pre-registrants may be prevented from attending your Regional:

Some groups accept refund requests through a certain date in advance of the event, while others honor refund requests – within reason – all the way through the event’s completion. If there is a cutoff date for refund requests, it should be clearly stated on the registration form.

Just as with the fee differentials mentioned above, your attitude toward refund requests can have an effect on the pre-registration/on-site registration ratio. An easygoing approach to refunds means attendees have little to lose by pre-registering and are more likely to do so.

Indeed, any refund request with “a good excuse” should probably be honored, especially in consideration of the bad will a refusal might create. As a rule of thumb, **most businesses believe a happy customer tells no more than one or two others about their experience, while an unhappy customer is likely to communicate that unhappiness to at least seven others.**

As you will see in **Section 5: Determination of Registration and Mart Table Fees**, it should NOT be your objective to maximize income from a Regional Meeting. Accordingly, it is not in your best interest to punish pre-registrants who are unable to attend.

On-Site “Rush” Period: If registration tasks are divided between pre-registration and walk-in registration, the Pre-Registration Chair should be available at or near the on-site registration area to provide continuity and to handle registration issues that sometimes surface during the “rush” registration period. Because resources (and tempers) may be strained during on-site registration, it is best to have too many rather than too few volunteers on hand.

Remember, especially in the heat of the moment during the initial on-site rush, that **all the people waiting in line are “customers”** and deserve to be treated as well as possible.

Registration Requirements and Restrictions

Authorized Attendees: Registration for Regional Meetings is limited to NAWCC members, their significant others, and children under 18 years of age.

Attendees must show a valid NAWCC membership card when picking up registration packages or registering on-site.

Others, including Escorted Visitors will need to be dealt with by the Registration Committee on-site during the event. Escorted visitors have no member rights.

New and Reinstated Members: Applications for new Members, including Regular, Introductory, Business, Student and Youth membership in NAWCC may be completed and paid for at the on-site Registration Desk. Some form of picture ID is required from new members. Reinstated members must pay full annual dues and complete the three-part Membership Application. A packet of Application forms will be supplied by Member Services prior to the Regional Meeting, as shown in Appendix M.

New Members may wear a brightly colored “NEW MEMBER” badge or sticker, included in the regional packet sent to the Registration Chair by NAWCC Member Services prior to the Regional Meeting.

The Registration Chair must send applications and payments for new and reinstated members to Headquarters within five (5) days of the close of the Regional Meeting.

Non-Members: NAWCC rules now permit non-members to visit Mart and Auction rooms as escorted visitors. (See Appendix N for details.) **“Escorted Visitors”** may be admitted free of charge, provided they are accompanied at all times by designated NAWCC member “escorts” and do not attempt to buy or sell. If the Regional has an approved Public Day event, the general public may enter on that day upon payment of a fee and are eligible to buy in the Mart and Auctions but cannot sell.

Tableholder Location Requests: If your Regional Meeting has been held before, you may find some tableholders will request specific table locations. Obviously, if the request is made early enough, you should try to accommodate the tableholder.

Tableholders also frequently request that their tables be next to those of a friend. The best way to handle this is to insist that both tableholders send in their registration requests in the same envelope. Put a notice to this effect on all your registration information.

“Early Bird Registration”: Some Regional Meetings allow “Early Bird” registration fees that permit attendees to engage in trading prior to the Mart’s official opening. If you wish to try this approach, bear in mind that the fee needs to be slightly *less* than the price of a table. Otherwise, “Early Birds” need only buy a table for themselves to accomplish the same goal.

Special Pre-Registration Considerations

Of course, an integral part of pre-registration is confirming NAWCC membership numbers for all prospective attendees. If you use the registration program supplied by the NAWCC, this process is automatic, provided you have loaded into the program an up-to-date membership list, which will be supplied by NAWCC Member Services upon request. If you do not use the registration program, you will need to obtain a list of current members from Member Services to check membership numbers. Member Services will automatically supply a list about one week prior to the Regional. Contact Member Services for any special requests.

Confirmation Letters: Confirmations for pre-registration should be provided within a reasonably short period of time. The confirmation may simply be a photocopy of the registration form, a letter (the computerized registration system available from NAWCC can print confirmation letters for notification by mail or email), or other suitable notice that the registration fee has been received and accepted. Clearly state any “balance due,” along with instructions for payment. **Confirmations are important to attendees, assuring them that their registration and fees have been received.**

It is suggested that you put a notation on the registration form and/or the Regional Meeting website advising when attendees can expect to receive confirmations.

Special instructions regarding opening times for Registration, the Mart room, and Mart table unloading and/or setup, directions to the hotel, etc., should be included with the confirmation notice. Because it is possible to put about four sheets of paper into an envelope and still pay only for one ounce of postage, make sure you use this opportunity to promote other activities at the Regional (e.g., Public Day [if offered], exhibit, programs, workshops, auction, etc.).

Advantages of Computerized Registration: You should consider a computer registration system. Such a system should be capable of printing “last-minute” tabulations of pre-registration data for the on-site registration activity.

At least one alphabetically sorted list of pre-registrants is needed for each person working at on-site registration. Sharing a single list wastes everyone’s time. Additional lists of Mart tableholders – sorted by table number and in alphabetical order – are also invaluable to Mart Committee members during setup and should be deposited at Mart Central for use by attendees during the meeting.

Other advantages of using the NAWCC computerized registration system include fast verification of membership numbers and the ability to print:

- 1.) Personalized confirmation letters
- 2.) Registration name badges in large font sizes
- 3.) Mailing labels for confirmation letters
- 4.) Registration package labels with special notes

Registration Packets: The Pre-Registration committee should prepare registration packages in advance. These should contain, at a minimum, registration badge(s), ribbons as appropriate, tickets for special functions, a Regional program (one for each attendee), information on local attractions / restaurants / events (optional) and souvenir / favors (optional).

A supply of badge holders can be provided near the registration area and at the load-in area at the event so attendees can pick up badge holders on arrival.

Suggested Suppliers for name badge holders, lanyards, name badge inserts, ribbons, etc.:

MARCO
2640 Commerce Drive
Harrisburg, PA 17110
(866) 773-5458
www.MarcoPromos.com

PC Nametag, Inc.
124 Horizon Drive
Verona, WI 53593
(888) 362-8759
www.pcnametag.com

Products are available from your local office supply stores. The above are recommended because of their variety of products, competitive pricing, and quick delivery.

On-Site Registration Use discretion and good judgment to resolve registration problems. Remember that attendees talk to other attendees, members, and prospective members, before, during, and after any Regional Meeting. How they perceive Regional Meeting officials treated them will affect what they say to others about the event and about the NAWCC in general.

It is said that some Regional organizers want to “**please**,” while others want to “**police**” these events. What is best is a careful balance of both. Remember that verbal altercations taking place during registration may be witnessed by large numbers of members waiting in line. A careless remark or callous treatment of an attendee can result in creating a “bad reputation” for the Regional that can hurt attendance in subsequent years.

- 1.) **Location:** On-site Registration should be located in an easily accessible area. Many facilities have a permanent registration desk. Or set up the registration desk in the facility lobby or near the Mart entrance. Place directional signs to the Registration area in the lobby. Make sure the signs state when Registration is open.

The Registration area should be large enough to provide space for pre-registration packets, extra registration packets, computers, printers, supplies, and a comfortable working area. Internet access is recommended if available, as well as telephone service and a directory of local contacts. The Registration area often serves as a source for local information on businesses and services.

- 2.) **Packet Pickup and On-site Registration Areas:** Registration should be divided into two areas: Pre-Registration and On-site Registration. Both areas should have signs for easy identification. The Registration staff distributes registration packets to pre-registrants and processes on-site registrants. They must verify current NAWCC membership by checking membership cards or computer printouts (automatically provided from Member Services). The NAWCC is working to develop online membership verification to be available for on-site registration in the future. If the member does not have their membership card and you are checking against the membership list, please require photo identification.
- 3.) **Registration Forms:** The on-site registration process will be much faster if on-site registrants fill out a form listing pertinent information prior to getting into line. These forms, along with a supply of pens or pencils (suggestion: use golf scoring pencils which are very inexpensive), can be put on a table near the registration area, with a sign asking on-site registrants to fill out the appropriate form before getting into line. Suitable forms can be similar to the ones used for pre-registration or simplified versions made specifically for this purpose. Membership forms for new members and renewing members are provided by NAWCC Member Services. These should be prominently displayed along with the registration forms. If staffing is available, you may choose to have a separate desk for processing new and renewing members.
- 4.) **Registration Desk:** The Registration Chair and Committee members staff the Registration desk. Enough qualified people should be available at all times. The busiest time will be when registration first opens, and you must have enough help at this time. The Registration Chair should act as a roving troubleshooter.
- 5.) **Registration Hours:** Registration should open prior to the daily activities and remain open during regular meeting hours. The Registration desk may close an hour or two earlier than daily activities. Use your judgment in anticipating the traffic flow.
- 6.) **Local Attractions:** A person knowledgeable about local attractions and entertainment should be available near the Registration desk as much as possible. The local Convention and Visitors Bureau may have a person available for this service. In some destinations the Convention and Visitors Bureau also provides assistance with the registration process. Most destinations also provide free tourist brochures.
- 7.) **Registration Issues:** Any questions or disputes concerning registration requirements or fees should be referred to the Registration Chair. A further ruling may be obtained from the General Chair or the National Representative.
- 8.) **Verification of membership:** If questionable, can be obtained by contacting Member Services during NAWCC business hours (Eastern Time) at (717) 684-8261 Option 5 or toll-free (877) 255-1849 Option 5.

Pre-Registration Packets

A typical Registration Packet might include the following items:

- a) **Registration Badge:** Suggested 4" w x 3" h with plastic jacket and safety closure. The name of the meeting, location, and date should be printed on the badge. The person's name, registration number, and city and state, or state only should be typed on the badge.

Badges with an elastic string that allows them to hang around the neck of the attendee are preferred because these don't require inserting pins in clothing, and if caught on something, don't tear clothes.

Badges should be printed or typed in **large letters** (font size 16 to 22). Upper/lower case in a bold font is generally more readable. **Badges may be stapled to the plastic jacket to prevent**

them from falling out.

If you permit **Mart tableholders** to enter the mart room for unloading and setup, use a different color badge or special marking on the badge to identify them. These should be distinguishable from the badges of non-tableholders. The same goes for “helpers,” if you permit them. The same applies for “Early Birds.” These special badges allow security to correctly identify those allowed into the mart during setup.

Ribbons (optional), signifying National Officers and Directors, Past National Presidents/Chairs, Regional Committee Chairs, Host Chapter Officers, Old Timers, Fellows, Star Fellows, and Lecturers/Presenters may be attached to badges. If no other ribbons are offered, Lecturer/Speaker Ribbons should be used. It is suggested that you have an extra supply of ribbons for those who might not have previously indicated they needed one.

Replacement Badges: You may decide to charge a fee for replacing a lost badge. The policy on lost badges should be stated in the Regional program. The second badge should be marked “duplicate.”

Keep a log of names and NAWCC membership numbers of those who lose their badges. Sad to say, but some are not above claiming to have lost a badge to gain admission for someone else who is either unqualified or unwilling to pay the required fees.

- b) **Regional Program:** Schedule of Events, Mart, and Auction Rules. Note: If a registrant has included a spouse and/or children, the packet should include a program and pertinent information for each individual registered.
- c) **Tickets:** Banquet, Special Activities, and Tours
- d) **Door Prize Ticket:** Numbered ticket or badge registration number may be used.
- e) **Brochures and Flyers (optional):** Concerning local attractions, entertainment, NAWCC brochure/application to pass to a friend, etc.
- f) **Favors (optional):** Obtainable from material suppliers, local attractions, restaurants, etc.

Packet Labels: The NAWCC Registration Program can provide these labels. The registrant’s name and registration number should be on the outside of the envelope. If the person has underpaid or overpaid the registration fee, put a note to that effect on the outside of the envelope. Attendees should pay any money owed before you give them the packet.

Registration packets should be prepared in advance for all pre-registrants. You will probably want to make up additional packets for the anticipated number of on-site registrants. Registration badges and applicable tickets can easily be added to these.

MART COMMITTEE

IN BRIEF: The Mart Chair is responsible for overall control of the Mart room and tables, including setup and breakdown at the meeting's conclusion. Actual assignment of Mart tables may be done either by the Mart Chair, the Pre-Registration Chair, the On-Site Registration Chair, or all. The number of workers needed in operation of the Mart Room is to be determined by the Mart Chair.

MART SECURITY

The Mart Chair, in collaboration with the General Chair, Exhibit Chair, and Auction Chair, coordinates with the Security Committee Chair for 24-hour security in the Mart, Exhibit, and Auction areas.

You must be able to secure the Mart area. All entrances, except the main entrance, must be securely locked or secured to prevent entrance from the outside throughout the meeting. Fire exits must not be blocked.

MART SIZE AND LAYOUT

The Mart area (preferably a single large room) must be suitable for the projected number of Mart tables. Pay particular attention to security and unloading in the Mart (drive-in, walk-in, elevators, steps, lighting, etc.).

Determine the number of tables possible in the room. Tables should be at least 2-1/2 feet wide by 6 or 8 feet long. Fireproof table covers (usually required by the Fire Department) should be placed on each table. You can also supply an additional cover for each table to be used as a "goods cover" when the tableholder is absent.

Provide two chairs per table. If the room permits, chairs and tables may be set up to permit attendees to sit and enjoy refreshments.

Leave enough aisle space for local fire codes, for comfortable passage, and handicapped access.

Prepare a layout drawing of the Mart room showing the table locations. Submit the layout drawing to the facility for Fire Marshall approval, allowing sufficient review time. The table layout should be approved before tables are sold, so required changes don't affect assignments for tables already assigned.

1.) Communication and Housekeeping

- a.) A public address system is a necessity.
- b.) A bulletin board near the entrance is useful for posting messages and door prize winners.
- c.) Have trash receptacles placed throughout the room.
- d.) The Mart room must be smoke free.
- e.) If possible, a "house phone" or radio communication should be available for communication with facility personnel.

2.) Facility Equipment/Furnishings and Signage

Try to have tables, chairs, tablecloths, trash receptacles, and public address systems furnished at no charge by the facility.

- a.) Label each table with the table number and tableholder's name(s).
- b.) Number or otherwise identify each aisle. Suggestions are to use large signs on poles or signs mounted on the wall (if permitted by the facility).
- c.) Show the table number and Mart tableholder's name(s) on the layout drawing.
- d.) Post a cross-reference listing of tables and tableholder names.

COMMON MART ISSUES

- 1.) **Limit on Number of Mart Tables:** If there is a limit on the number of available Mart tables, it may be necessary to limit the number of tables available to each Mart tableholder. Establish a ratio to allocate tables fairly. For example, Mart tableholders might be limited to two tables each, and material suppliers to four tables each.
 - a. You may also want to create a **waiting list**. Relinquished tables should be allocated on a first-come first-served basis.
- 2.) **Electricity:** Mart tableholders may request their table(s) be located near an **electrical outlet**, against a wall, etc. Try to satisfy the request. Some facilities charge for an electrical outlet. If there is a charge for electricity, be sure to publish that information in your promotional materials and registration form.
- 3.) **Placement:** Mart tableholders may specifically request that their tables be placed at a specific location or alongside another person's. You should comply with these requests whenever possible.
- 4.) **Display Cases:** If available, offer rental of locked display cases.
- 5.) **Opening and Closing Times:** Include details regarding the Mart room opening and closing times in the advertisement in the *NAWCC Mart & Highlights* and also note these in the registration confirmation letter.

A NOTE ON “EARLY TRADING”

There are probably as many opinions about “**early trading**,” “**parking lot trading**,” and other forms of trading outside regular Mart hours as there are members of the NAWCC. There are even those who insist that such trading cannot be prevented and therefore should not be discouraged.

Response on the part of Regional organizers must be measured. On the whole, for a Regional meeting to provide benefit for the maximum number of attendees, early trading should be minimized.

Early trading tends to be negatively perceived by members who, because of work or family obligations, find it difficult to arrive before a Regional Meeting opens. (Consider, for example, that a schoolteacher will probably find it nearly impossible to take a day off during a workweek.) Often, these are younger members that we are trying to attract and encourage. Early trading is most opposed by those who cannot participate. Likewise, it tends to be favored most by those who can participate.

Needless to say, trying to minimize early trading by enacting rules and enforcing them tends to create ill will on the part of those who favor early trading. And that can have a negative effect on subsequent years' attendance.

What works best is to take advantage of things that discourage early trading by making it inconvenient or impossible. If there is no parking lot near the Mart room, this may be enough to discourage parking lot sales. Allowing only a short time for setup or doing it early in the day may leave tableholders with not enough time to trade before the Mart opens.

At the other end of the scale, some Regionals have “institutionalized” early trading, by providing a place for, sanctioning and controlling “parking lot sales,” for example. Others employ a system of “Early Bird” passes (mentioned in the Registration Committee section above), available to attendees at an additional cost, to allow them to enter the Mart during setup.

Too many rules and too much enforcement may lead to too few attendees and too few Mart tables sold in subsequent years. At the same time, too few rules and too little enforcement may lead to loss of non-table-holding attendees who feel the event unfairly favors those who have fewer work and family

obligations.

PUBLIC DAY

If the Regional Meeting is offering a Public Day, it is suggested that the advertised Mart closing time for Public Day be earlier than the advertised Mart closing time for general attendees.

MART SETUP AND UNLOADING

There are few things more important to the overall success of a Regional than the success of mart unloading. Rules and procedures need to be followed, but the friendly attitudes and helpfulness of the Mart Chair and assistants during unloading are paramount. Little things count. Provide as much help as possible to tableholders during the process:

- 1.) Traffic and parking assistance in the dock area. Vehicles should be moved to other areas as soon as possible to allow others to unload.
- 2.) Set up an unloading team. Designate a team leader who in turn solicits workers to help tableholders to their tables.
- 3.) Adequate carts should be available.
- 4.) Someone available to help find tables.
- 5.) Registration personnel at the loading dock to help with registration and problems.
- 6.) Volunteers from the Mart Committee, as well as other members from the Host and Co-Host Chapters, can also generate lots of good will by offering to help tableholders transport their goods from the door to their tables.
- 7.) A calm, cool, collected approach to dealing with problems. There should be no public confrontations.
- 8.) Helpers easily identified by brightly colored vests or hats.

In general, it is better to give a little to solve a problem than to force an issue to become a confrontation.

SETUP OPTIONS

One of the following Mart setup options may be appropriate:

A short period of time is permitted for unloading and setup of Mart tables. Tableholders are admitted to the Mart room solely for the purpose of setting up their tables. As short a time as possible should be chosen to discourage early trading. One hour is usually enough for most tableholders. Extra setup time might be allowed for large dealers and part suppliers.

In addition:

- 1.) Each tableholder, upon completion of setup, should leave the Mart immediately.
- 2.) The committee in charge of the Mart should serve as monitors during this setup time.
- 3.) No trading should occur during this time.
- 4.) Non-compliance may be cause for suspension of Mart privileges without refund.
- 5.) Allow only large dealers and parts suppliers (i.e., those with four or more tables) into the Mart room to set up, and then open the doors to everyone else at a stated time.
- 6.) No setup time is allowed and the Mart is opened to all tableholders and registrants at the same time (a “shotgun” start).

The Mart Committee may define setup as:

- 1) Placement of Mart items on the table but not unpacking of cartons, or

- 2) Completely unpacking Mart items and arranging them on Mart tables.

Whichever method is chosen, it should be clearly stated in the confirmation letter.

CLOSING TIME ANNOUNCEMENTS

Announcements concerning Mart room closing should be made approximately 30 minutes before closing. The Mart closing time should be strictly enforced, and participants should not be allowed to linger.

SECURITY

Provide 24-hour bonded security for the Mart room, beginning at setup and continuing through breakdown. Close coordination with the Security Committee is required for effective Mart room security.

All access or service doors to the Mart room must be securely locked. A guard should be stationed at each unlocked entrance when the Mart is open.

ADMITTANCE

NO ONE should be admitted to the Mart room except those wearing proper identification badges. Each door attendant should see that this rule is strictly enforced throughout the entire Regional Meeting, including the Mart breakdown period.

If it is necessary for **maintenance or food service personnel** to enter the room after hours, the Mart Chair or their designee should accompany them. If such personnel need to enter the room during Mart hours, they should display proper identification.

Some Marts require that no **housekeeping personnel** be allowed in the Mart room at any time. In such cases, the Mart Committee should see that trash receptacles are emptied daily.

MART CENTRAL

The Mart Chair should have a “Mart Central” table or desk in a prominent location and easily identified. The table should be staffed at all times the Mart is open.

NON-HOROLOGICAL ITEMS

If a non-horological item is found on a Mart table in violation of the Mart rules, the Mart Chair or Regional Meeting General Chair should ask the tableholder to remove the item.

Discretion is required on the part of Mart organizers. In some respects, the determination of whether or not an item is “horological” can be problematic. A strict interpretation, after all, might exclude many ordinary tools. Barometers and other weather-related instruments, as well as music boxes and automata should be permitted.

In any case, the decision to forbid the display or sale of an item on the grounds it is not “horological” should not be taken lightly. Make every effort to get the tableholder to remove the item voluntarily before escalating the matter.

If the violation persists, give the tableholder a written WARNING. Use one of the warning notices included in the registration pack sent from Member Services. (See Appendix O for a sample WARNING.)

If the tableholder ignores the warning and continues to violate Mart rules, a security guard should be called and the offender made to pack up, turn in his registration badge(s), and be escorted out of the Mart room by a security guard.

MART RULES

These Mart Rules should be printed in the program or included as an insert in the Registration Packet:

- a) The procedure for Mart setup will be strictly adhered to. [State the procedure.]
- b) Only horological items may be displayed or offered for sale or trade. It is the responsibility of all National and Chapter Officers and all NAWCC members to adhere to this rule.
- c) Reproduction horological items are allowed so long as they are identified as such and not misrepresented as antiques. They should be labeled so they are identifiable as reproductions for the sale at hand as well as all future sales.
- d) Contraband or illegal fake watches and clocks are not permitted. Fake Rolex, Tiffany, and similar items are prohibited by law and, if found, must be immediately removed from the premises. Persons with fake items or contraband may be expelled from the Regional meeting and should be reported to local authorities and the NAWCC Ethics Committee.
- e) Only authorized attendees wearing a proper identification badge will be admitted. Anyone wearing a borrowed or faked badge will be removed from the Mart and reported to the NAWCC Ethics Committee. Guests may not be admitted into the Mart unless they are “Escorted Visitors” accompanied by a registered NAWCC member designated by Regional officials. “Escorted Visitors” must also wear a badge identifying them as such.
- f) Mart participants, on both sides of the table, are expected to conduct themselves in an ethical and responsible manner at all times. Boorish, vulgar, offensive conduct, or language will not be condoned.
- g) Breaking any of these rules or any act believed detrimental to the Association shall constitute grounds for expulsion of any attendee from the Mart for the duration of the meeting without refund of any registration payments.
- h) No firearms of any kind are permitted in the Mart, except by authorized Security personnel.

Enforcement: The Mart Chair is responsible for ensuring Mart Rules are strictly enforced. The Mart Chair has the authority to rescind Mart tables or dismiss participants for unethical conduct or failure to abide by Mart Rules. A further ruling may be obtained from the General Chair or National Representative.

Reports: The Regional Meeting General Chair should report all problem areas on the NAWCC **Regional Meeting Final Report** (Appendix K) and mail the report to NAWCC Member Services for recording and distribution after the Regional Meeting.

PROGRAM COMMITTEE

IN BRIEF: The Program Committee is responsible for providing quality lectures and workshops. The number of presentations is left to the committee to decide, but normally it should be two to four per full Regional day.

SUBJECTS: In accordance with the NAWCC Bylaws, all Regionals shall have educational programs. In selecting programs, pay attention to the subject matter's appeal. Generally, equal time should be given to clock- and watch-related subjects. Other subjects might include tools and their use, historical sketches of makers, items of a horological nature, etc.

SPEAKERS: Speakers may be selected from the NAWCC Speakers Bureau or supplied by the chapters or the general membership of the Association. Non-members may be used as speakers, particularly if they have expertise in a particular area. Obtain the NAWCC Speakers Bureau Information Booklet from the NAWCC website www.nawcc.org or from Member Services. This book contains a list of speakers and topics and is a good source document for Regional Meeting programs. Excellent topics often relate to the exhibit theme. If New Haven Clocks are the subject of the exhibit, one of the lectures might be "The History of the New Haven Clock Company."

DOOR PRIZES: Door prizes can be used to encourage program attendance. At the beginning of each lecture or workshop, distribute tickets to attendees and draw winners at the end. This encourages everyone to stay for the entire presentation. If there is a publication that coincides with the program subject, this is an excellent complement to the program.

MEET YOUR NATIONAL REPRESENTATIVE: The Program Committee may arrange for a "Meet Your National Representative" program. The National Representative and any other National Officers and Directors present may be invited to participate in an informal discussion at which NAWCC members may ask questions and make comments concerning the Association. Whether this function is formally arranged or not, the National Representative should be available throughout the Regional Meeting to speak individually with members, and address their concerns. A designated location, such as a table inside the Mart Room, may be made available as a point of contact for the National Representative.

WORKSHOPS: Workshops demonstrate techniques involved in preservation and restoration of horological items (e.g., repairing, refinishing, dial restoration, reverse painting, wheel cutting, movement cleaning, bushing, etc.). Through workshops, members can learn new techniques or ways to improve their own skills. Workshops are usually held during Mart hours but can be scheduled before or after the Regional Meeting. Workshops, like all programs, should be open to the public.

SPEAKER HONORARIUMS: Speakers are usually offered a complimentary Registration Package as a courtesy and to offset expenses. Reimbursement of travel, lodging, and incidental expenses are optional and negotiable. However, to the extent possible and within budget limitations, effort should be made to get the best possible speakers, rather than the lowest cost. This will increase the stature of the Regional and encourage greater attendance.

AUDIO/VISUAL EQUIPMENT: Determine well in advance of the meeting any auxiliary equipment (laptop computer, projector, screen, pointer, public address system, chalkboard, etc.) required by speakers. Equipment may be supplied by the facility, by the committee, or by the speaker.

Be sure to discuss audio/visual needs at the time of facility contract negotiations. The Regional Meeting should furnish as much equipment as possible from its own sources (i.e., chapter inventory and/or individuals).

Agreements as to who supplies what should be made before the meeting. Always have a

backup projector or bulb on hand. Many facilities supply projection screens without charge. Some even supply projectors without charge.

A wireless lapel microphone system greatly improves the sound in a lecture or workshop, and also provides convenience to the speaker by freeing both hands. These systems are very reasonable in cost and can utilize the public address system already in the facility's lecture room.

Check the room before the program to see that chairs and equipment are in place. Water should be available for the speakers.

DURATION: Advise the speaker of time limitations. Usually, a program of 30-50 minutes followed by a question-and-answer period is sufficient and well accepted by the audience. Allow about a half hour between presentations to permit attendees and speakers to clear the room for use by the next presenter.

ANNOUNCEMENTS: The subject, name of speaker, a brief resume, time, and location should be printed in the Regional program. Reminder announcements should be made throughout the meeting. Signs with the subject title and speaker name should be placed in appropriate locations.

INTRODUCTIONS: The Chair or a member of the Program Committee should introduce the speaker and thank him at the conclusion of the program. If the program or question-and-answer period goes on too long, the Chair should politely call for an end to the discussion or make arrangements for a continuation elsewhere.

PUBLICITY: The Mart advertisements, registration form, and any other Regional promotional literature should contain the titles/subject matter of the lectures and workshops, as well as names of the presenters. This will be an asset in attracting members to the Regional. Local media advertising is also important to bring in the general public.

PROGRAM RECORDING

If you have the skills, equipment, and budget, recording lectures and workshops – with the speaker's written permission – may be a possibility. Many Regional programs are prime sources of material that can be recorded and made available to NAWCC members through the Library and Research Center. The NAWCC Program Committee is available for suggestions and for assistance with recording programs.

Guidelines for Quality Recording

- 1) **Get permission** from the speaker to record the presentation and ask if the Association may place the recording in the Library and Research Center. Appendix P is a sample **NAWCC Program Distribution Agreement** and may be used for this purpose.
- 2) **Use a tripod**, preferably one designed for use with a recorder camera. It is virtually impossible to hand-hold a camera for an extended period of time, especially one of the very small cameras. **Do not try to record a program using an unattended camera. The results are unsatisfactory.**

Do not pan the camera unless there is a good reason to do so, such as to move from the speaker to a chart, displayed object, or projected slide, and then back again to the speaker. Likewise, **do not zoom in or out** unless there is a good reason to do so, such as to view an item closeup or to widen the shot back out to include the speaker. Excessive panning and zooming often makes amateur recordings unwatchable. If you do pan or zoom, be sure to stay on the target long enough for people to get a good look at it.

Speakers look best when they are shot from the waist up or in a head-and-shoulders view.

Some amateurs mistakenly try to include too much in their shots, or alternatively, try to zoom in too tightly.

A very effective zoom technique is to (before the presentation begins) zoom the camera all the way in as far as it will go, frame up the speaker or the projection screen, and then adjust the focus for maximum sharpness. Then, do not touch the focus from that point on. Because you have set the focus for the closest shot, you will be able to remain in focus at most settings wider than that.

- 3) **Use a lapel microphone** that can be clipped onto the speaker's clothes. Locating the microphone on the speaker eliminates most extraneous sound, such as slide projector cooling fans and audience sounds. Microphones that can be plugged directly into the camera are available in electronic supply stores at very reasonable prices.

If you are using a PA system, ask the facility to provide you with a feed from the PA system that can be plugged into the camcorder. **It is best not to attempt to record sound using a microphone built into the camera itself.**

- 4) **Check the lighting** in the room well before the presentation begins. Ensure there is adequate lighting on speakers during opening remarks. If the light washes out the image on a projection screen, you may wish to lower the room lighting level when the projector is used. If the light does not wash out the projected image, there is no advantage to dimming the light.
- 5) **Zoom in** on portions of projected images or displayed items when the speaker refers to a specific part of what is being discussed. This will give the viewer a much closer look. Remember to stay zoomed in long enough for a good look at the image.
- 6) **Arrange a hand signal** to ask the speaker to hold an object still. For example, you could tell the speaker before the presentation, "When I raise my hand, please just hold the object still so I can get a closeup of it. When I point my finger toward you, please continue." This will allow you valuable extra time to get closeups of objects used in the presentation.

If you have editing capabilities, you may wish to shoot these closeups **after** the presentation and edit them into the presentation later.

- 7) **Slides:** If the speaker is using slides or a PowerPoint[®]-type presentation, ask if you can borrow the slides or have a copy of the electronic slide show. You may be able to add these images – in much higher quality – during the editing process, which can greatly enhance the effectiveness of the final recording.
- 8) **Monitor:** If possible, use a small color monitor during recording. This gives a much better view of what's being recorded. In-camera monitors are rarely in color and often too small to be effective.
- 9) **Plan Ahead:** Set up and check your equipment before the actual recording. A defective tape, dead battery, poor electrical connection, or improper camera setting can cause you to miss a presentation.
- 10) **Spares:** Always carry spare recording supplies and equipment.

EXHIBIT COMMITTEE

IN BRIEF: In the interest of education, all Regionals should have an exhibit of horological items.

The Exhibit Committee solicits and displays horological items in the Exhibit. Make every effort to present the best from members' collections. Exhibit materials may also be available for loan from the NAWCC Museum and/or Library and Research Center. Contact the NAWCC Museum Director and/or NAWCC Library and Research Center director for further information.

THEME: The Exhibit Committee may choose a theme for the Exhibit (e.g., Seth Thomas clocks, Waltham watches, etc.) or may have a general exhibit. The theme may also be the topic of one or more lectures. This requires close coordination with the Program Chair.

INSURANCE: Exhibit insurance is required by NAWCC for exhibits at Regional Meetings. Exhibit insurance is available through the NAWCC Controller. All persons planning to loan items for exhibits should complete a copy of the "NAWCC Loan Form," which should be reviewed by the Exhibit Chair. The Exhibit Chair or General Chair should forward copies to the NAWCC Controller as soon as possible, so the insurance can be put in place prior to accepting items. The dates that coverage will need to be in effect and the total value of loaned items are needed to provide the cost of coverage (2013 pricing - \$81 for the minimum \$50,000 of coverage). Price is subject to change and will increase for values above \$50,000.

MEMBER SUBMISSIONS: Each contributor must complete an **Temporary Exhibit Incoming Loan Form** (see Appendix Q for sample) describing each item, maker, condition, and value.

The form should be countersigned by the Exhibit Chair and the contributor at the time of placing in the Exhibit and also countersigned by the Exhibit Chair and the contributor at the time of retrieving from the Exhibit.

Special auxiliary equipment necessary to display the item (stand, case, etc.) and whether this will be supplied by the exhibitor or by the Exhibit Committee should be stated on the form. Use information from the form to make identification cards.

SCHEDULE: Exhibitors should be advised of setup and breakdown times, so they can arrange to have their items there only when security is available. Early removal of exhibit items is discouraged.

EXHIBIT ROOM: The Exhibit Room should be close to the Mart to encourage attendance and participation. Successful exhibits have also been set up inside the Mart Room with an appropriate separate entrance and restricted access to the Mart area itself.

The facility may be able to make suggestions for the arrangement of the room based on their experience with other exhibits. The services of a company specializing in exhibits and displays may be used; however, this may be expensive. It may be necessary to rent special aids from such a company, although committee or chapter members often can assist by making special stands, etc.

The Exhibit should be attractive and well lighted. The room should allow ample space for viewers. Avoid placing items in bright sunlight. Use tablecloths and skirts on tables. Use backdrops, special stands, cases, pegboard, etc., where applicable.

Item Identification Cards: Make up an identification card giving:

Type of Item

Maker's Name

Date Made

Special Characteristics of the Item

No reference should be made to the owner or value of the items.

Cardstock may be used for the identification cards. The description should be printed on the card. Place the card beside or on the item.

With today's modern computer printers, you will find that office supply stores stock special materials, usually found in the "Labels" section of the store, ideally suited for such displays. These may be in the form of sheets of "tent cards" that can be printed, and then folded so that they will stand up on their own in front of the item.

Be sure to select a computer font size large enough for easy reading by viewers at the distance they will be standing from the object. Upper/lower case in a bold face is generally more readable.

A poster acknowledging the names of those persons contributing to the Exhibit may be placed in the Exhibit Room.

EXHIBIT BROCHURE: Consider printing a brochure describing the Exhibit items. You can include the brochure in the Registration Package or distribute it at the entrance to the Exhibit.

SECURITY: The Exhibit Committee, in collaboration with the General Chair, Mart Chair, and Auction Chair, should coordinate with the Security Chair for 24-hour bonded security for the Exhibit beginning at setup time and continuing through breakdown. The number of guards required will depend on the size of the Exhibit and layout of the room (number of entrances, etc.) and insurance requirements.

All access or service doors to the Exhibit room must be securely locked when the exhibit is closed. A room attendant or guard should be stationed at each entrance when the Exhibit is open.

Housekeeping personnel should be allowed in the Exhibit room under supervision. The Exhibit Committee should pick up any litter and see that trash receptacles are emptied daily.

Ropes or other dividers should be used to separate the tables from the traffic pattern. Rope and stanchion devices are usually available from most facilities. "Please Do Not Touch" signs should be placed throughout the Exhibit.

All small items (e.g., watches, carriage clocks, etc.) should be in locked display cases.

PUBLIC ACCESS: The Exhibit room should be set up for public access. This allows the general public to see the Exhibit. If the exhibit is in the Mart room, there must be provisions to keep the public separate from the Mart area. However, full visibility of the Mart from the Exhibit may help entice new NAWCC members.

Publish information on the Exhibit in local media to encourage the public to attend. Place applications to join the NAWCC and local chapters near the Exhibit entrance.

WALKING TOURS: An Exhibit walk-through presentation may be made during the Regional. One or more members who are knowledgeable about the Exhibit can conduct a "walking tour," giving history and background information of Exhibit items.

List the times of these presentations in the Regional program, announce them over the speaker system in the Mart room, and publish them in local media to attract the general public.

The Exhibit Committee may record the Exhibit walking tours for the NAWCC Program Library. The most effective way to accomplish this would be to record the sound portion of the presentation of the walking tour guide and then edit in shots of the individual items in the Exhibit. Trying to record an actual walking tour as it takes place is not likely to be successful.

SINAGE: Appropriate signs should be placed at the Exhibit entrance stating the theme of the Exhibit and its hours. Be sure to post the times of the special walking tours as well.

A poster acknowledging the names of those persons contributing to the Exhibit may be placed in the Exhibit Room.

BANQUET COMMITTEE

IN BRIEF: The Banquet Committee arranges the Banquet, the Banquet meal, head table seating, table decorations, optional Banquet entertainment, distribution of door prizes and agenda.

The Regional Meeting General Chair will coordinate with the National Representative as applicable to determine how award presentations (e.g., Certificates of Appreciation, Fellows, etc.) will be made at the Banquet.

Many Regional Meetings prefer that a podium (on a riser if necessary) be used for the presenters. This eliminates the need for a head table.

If a head table is used, the National Representative and spouse and Host Chapter officers and spouses may be seated at the head table. All persons seated at the head table or at reserved tables should be advised of their seating assignments before the Banquet.

A Regional Banquet may be a formal dinner or a less formal breakfast or luncheon. Both served meals and buffets are appropriate.

Requests for special dietary needs should be noted on the Registration form. The information should be relayed to the Banquet Chair, who in turn will relay the information to the catering provider.

Round tables are preferred for general Banquet seating; however, this depends on the room capacity and facility availability.

Make sure there is a podium and microphone.

MENU: Consult the facility's catering office for menus and prices. Their policy on catering deadlines and guarantees should be clearly understood and observed. In computing anticipated banquet attendance, use previous attendance as a guide.

TABLE DECORATIONS: Many Chapters take pride in making handmade decorations with a horological or local theme. Devise a system for distribution of table decorations (different colored napkin, special marking on chair or plate, lowest registration number at table, etc.) and announce it at the Banquet.

BANQUET TICKETS: You may make an arrangement with the headwaiter for waiters to pick up Banquet tickets. This permits more orderly entry into the room than collecting tickets at the door. The tickets collected can be used to determine the number of meals served.

If you distribute door prizes at the Banquet, you may have each attendee write his or her name and city/state on the reverse and collect these prior to the drawing.

A numbered two-part ticket may also be used. Waiters or volunteers collect half of the numbered tickets, put them in a hopper, while the other half (also numbered) is retained by the attendee for the drawing. Rolls of suitable tickets are usually available at office supply stores.

PROGRAM: The General Chair usually serves as master of ceremonies.

Agenda: The agenda may include:

- a) Welcome
- b) Optional Entertainment
- c) Recognition of National Officers, Directors, NAWCC Past Presidents/Chairs, Old Timers, Fellows and Star Fellows, Lifetime Members, Committee Chairs, Host Chapter Officers, and Special Guests
- d) Any other business necessary to be brought before the assembly

- e) Acknowledgments of the co-host chapters
- f) Acknowledgment of door prize donors
- g) Presentation by the National Representative, Speaker
- h) Presentation of Certificates of Appreciation for Regional Organizers
- i) Presentation of NAWCC Fellow and Star Fellow Awards
- j) Awarding of door prizes

SPEAKERS: All speakers should be advised of time limitations.

SECURITY COMMITTEE

IN BRIEF: The Security Committee makes all the arrangements and supervises security for the Regional.

Security for the Exhibit, Mart, and Auction should be provided from setup through breakdown. The level of security, whether bonded and licensed or more of an attendant, may be governed by different factors (i.e., the value of the items exhibited, the general access, room size, and budget, etc.). Volunteers from the Host Chapter(s) may assist with this function.

Hire guards through the facility or a local security company. They should be bonded and trained professionals. As an alternative, off-duty police officers may serve as guards provided they are allowed to be in uniform.

Be sure to schedule relief guards. A member of the Security Committee may provide temporary relief for a short period of time, or it may be necessary to hire additional guards.

When the Mart and Exhibit rooms are open, a guard should be posted at each unlocked door and required to check each person entering the room for the proper identification badge.

When the Mart room is closed, at least one guard must be stationed inside the room and the room must be locked. For large Mart rooms, two or more guards should be stationed inside.

All entrances (including access and service doors) must be securely locked. The main entrance may be opened only by the Mart Chair or by directing the guard to open the door from the inside.

Guards should be well informed of their duties and responsibilities. Any questions or disputes should be referred to the proper committee Chair. The Security Chair should make frequent checks on the guards during open and closed hours to assure their adequacy. Guards should have some means of contacting the respective Chair if necessary during closed hours. If a guard is found to be inadequate or negligent, contact the security company and demand an immediate replacement.

The Security Chair should know the facility's policies and procedures for handling emergency situations.

HOSPITALITY COMMITTEE

IN BRIEF: The Hospitality Committee arranges for refreshments and manages the Hospitality area.

A Hospitality area may be provided at Regional Meetings. Some Regional meetings choose to offer hospitality to all attendees, some only to NAWCC members, and others only to Regional Meeting workers. Given the expense of hospitality items and the amount of work involved, this is a decision each Regional organizing committee will need to consider for itself.

A Hospitality area next to or near the Exhibit may encourage greater attendance at the Exhibit.

The type and quantity of refreshments served in the Hospitality area and the number of hours the Hospitality area is open depend on budget.

The basic refreshments may be served at no charge; however, if it is necessary to supply sandwiches or a light meal due to limited restaurant accommodations, make a nominal charge for these items. In addition, members of the Host Chapter often pride themselves in supplying cookies, cakes, and donuts. Coffee and tea will probably have to be purchased from the facility. Consult the facility catering office for prices.

RESTRICTIONS: Some facilities do not allow food or drink to be brought in under any circumstances, while others will permit it if a private room is used for the Hospitality function. Some require that all food items be purchased from the facility; this may be negotiable. Food may be prohibited in areas of the facility other than the Hospitality Room.

Facilities providing food service may also require a guarantee on sales. If the Regional does not meet the guarantee, additional charges may be incurred. Providing complimentary food and drink to attendees via a hospitality area may actually diminish the facility's sales enough to trigger these guarantees.

MART ROOM CONCESSIONS: Many Mart Rooms have concession facilities. It is often possible to offer a range of menu items. Good food adds to the convenience and enjoyment of attendees. If concessions are offered in the Mart Room, concession staff access to the Mart Room should be restricted and/or controlled.

OTHER ATTRACTIONS: It is good to have someone knowledgeable about area attractions, restaurants, shopping, etc., available at Hospitality, Mart Central, or Registration to answer questions. This may be a member of the Host Chapter or a representative of the local Chamber of Commerce or Convention and Visitors Bureau.

Local Convention and Visitors Bureaus may also be able to provide brochures, discount tickets, and booking services for tours, which can be an added incentive for attendees to bring their families to the event. If such incentives are available, be sure to publicize them in the Regional brochure and other advertising.

DOOR PRIZE COMMITTEE

IN BRIEF: The Door Prize Committee solicits door prizes (prior to the meeting), devises a system for distribution, distributes the door prizes, and provides a method to acknowledge donors.

ACQUIRING DOOR PRIZES: Solicitations for door prizes may be made by a letter to the Co-Host Chapters. Door Prizes may also be obtained from NAWCC Headquarters, suppliers, and individuals. Specific instructions for forwarding door prizes should be stated in the letter. On-site solicitations should be minimal.

In addition to door prizes that are donated, the Door Prize Committee may need to purchase a number of door prizes with money budgeted for that purpose, if necessary.

Gift certificates purchased from book and materials tableholders who have registered for your Regional make excellent door prizes. Winners can redeem these certificates from tableholders during the Mart. This is a “win/win” because door prize winners can pick out what they want and it shows support for dealers and thanks them for attending your Regional.

Door prizes may also be purchased from the NAWCC Museum Gift Shop, which offers discount prices to Regional organizers.

DOOR PRIZE DISTRIBUTION

Details about distribution of door prizes and a list acknowledging door prize donors should be printed in the program or included as an insert in the registration package.

One method for distributing door prizes is to declare every “nth” registrant a winner. The value of “n” depends on the number of prizes and the number of pre-registrations. For example, a door prize might be awarded to every 20th registrant. A ticket can be put into the Registration Packet saying “**Door Prize Winner**” and instructing the attendee how and where to pick up the prize.

Another method is to put a numbered stub corresponding to each registrant’s badge registration number into a hopper and draw out a group of stubs at various times throughout the meeting. The door prize winning numbers should be posted near the Registration desk or Mart room entrance. Public announcements of door prize winners are discouraged.

Door prizes can be used to encourage program attendance. At the beginning of each lecture or workshop, distribute tickets to attendees and draw winners at the end. This encourages everyone to stay for the entire presentation. A publication that coincides with the program subject is an excellent complement to the program.

DOOR PRIZE ACKNOWLEDGMENT

The Regional Program should list the names of door prize donors. A card giving the donor’s name and an acknowledgment card also can be attached to each door prize. The acknowledgment card may be a pre-addressed post card with a “Thank You” message printed on it and a place for the recipient’s signature and address. The Door Prize Committee may retain the acknowledgment cards and mail them after the meeting or pre-stamp the cards and let the door prize winners mail them.

BANQUET DOOR PRIZES

A number of door prizes and/or one grand door prize should be reserved for drawing at the Banquet. A numbered two-part Banquet ticket system may be used to give out door prizes at the Banquet. See the Banquet Committee description for more information. It is common for the banquet to have a “substantial” door prize. Advertising the door prize may help banquet attendance.

ACTIVITIES COMMITTEE

This committee is optional and depends on the venue, the number of attendees, and preference of the organizing committee.

IN BRIEF: The duties of the Activities Committee are to execute special activity arrangements (e.g., tours, shopping, etc.). This may consist of simply having the convention attendees make arrangements directly with the host hotel, Chamber of Commerce or Convention and Visitors Bureau, or actually setting up the tour of other special activities.

If activities are announced in the *Mart & Highlights* advertisement, state all pertinent information or provide a contact who can supply information to prospective attendees. A Regional Meeting website is a good place to post this information.

Often Convention and Visitors Bureaus are accustomed to handling these kinds of arrangements. It is a good idea to rely on them to handle the logistics for such activities, or you may work with an independent event/tour planner.

If attendees can sign up for activities during the pre-registration process, activity tickets may be placed in the Registration Package. It may also be practical to have the Convention and Visitors Bureau or independent event/tour planner handle ticketing and other arrangements on-site, perhaps adjacent to the Registration area.

If the activity is not held at the hotel or convention facility, shuttle transportation may be required. This cost should be considered in establishing the activity fee. Publish in the program details of the departure location and time and the anticipated return time.

Coordinate the attraction to be toured and capacity limitations with the Convention and Visitors Bureau or independent event/tour planner and the transportation company to the attraction. Limit the tour number accordingly. Maintain a waiting list at the Registration desk to reassign tickets in the event of cancellations.

A member of the Activities Committee should accompany each group to see that all persons are accounted for and that the activity operates on schedule.

PUBLICITY COMMITTEE

IN BRIEF: The Publicity Committee is responsible for arranging publicity, promotion, and advertising for the Regional Meeting. Because the Publicity Committee and Registration Committee are both primary contacts with prospective attendees, they should work together closely.

MARKETING A REGIONAL MEETING

Every “sale” of a registration is the result of a seller (the Regional Meeting) successfully communicating a benefit to a prospective buyer (the registrant). For a Regional Meeting, attendees attend because of the benefits **they** believe **they** will receive for doing so. While there might be as many potential benefits to an attendee as there are attendees, there are a few that probably are common to all:

BENEFIT: Opportunity to exchange watches, clocks, books, tools, supplies, parts, etc.

BENEFIT: Opportunity to exchange items in the auction.

BENEFIT: Opportunity to attend lectures and workshops.

BENEFIT: Opportunity to view horological exhibits.

BENEFIT: Opportunity to make and renew relationships with other collectors.

BENEFIT: Opportunity to partake of other activities nearby.

To maximize the number of attendees at your Regional Meeting, identify and communicate as many of these **benefits** to prospective attendees as possible. To have a successful Regional Meeting, it is not enough merely to announce it. You must promote it and “sell” it.

Whether you have a Public Day scheduled or not, be sure to advertise to the general public. The new Introductory Membership allows walk-ins to find out what the NAWCC is all about during a four-month, full privileges term, for a nominal fee (plus payment of any applicable meeting registration fee).

WAYS TO MARKET A REGIONAL MEETING:

“Dates to Remember”: Information including the Regional Meeting name, date, convention facility name and city, and Host and Co-Host Chapters will be automatically published in the “Dates to Remember” section of the NAWCC *Watch & Clock Bulletin* and *Mart & Highlights*, beginning approximately one year prior to the Regional. To ensure information is current, the Publicity Committee, along with the General Chair, should verify with the NAWCC Regional Meeting Coordination Manager that all paperwork has been completed and that there are no changes in dates and facilities since the original request to host the Regional Meeting.

“NAWCC Chapter Events”: Use this section of the NAWCC *Mart & Highlights* to discuss special events associated with a Regional Meeting. Contact the NAWCC editorial staff to determine qualifications, availability, deadlines, and procedures.

Articles for the NAWCC *Watch & Clock Bulletin* and *Mart & Highlights*: After a Regional Meeting, it may be possible to publish an article describing special features of the Regional. This can be used to stimulate attendance at future events. (See page 48 of the December 2010 *Mart & Highlights* for an example.)

Advertising in the *Mart & Highlights*: Advertising here is a must. Take a look at some recent issues and you’ll see that all regional meetings use *Mart & Highlights* advertising to promote their events. The *Mart & Highlights* offers special rates for Regional Meeting advertising and is a very effective and inexpensive way to notify prospective attendees of your Regional Meeting. Be sure to check the *Mart & Highlights* for information about rates, technical information about ad formats, and deadlines.

Ad Format: Some Regional Meetings take a full-page ad and reproduce their registration form on that

page, because the registration form often includes the pertinent information about the Meeting, dates, location, fees, etc. Prospective attendees can literally tear the ad out of the *Mart & Highlights*, fill it in, and mail it with their payment.

A full-page *Mart & Highlights* ad should contain:

- 1) Regional Meeting Name
- 2) Date
- 3) Facility location
- 4) Names of Host and Co-Host Chapters
- 5) Name of General Chair, phone number, and email address
- 6) Name, address, phone number, and email address of Registration Chair
- 7) Dates and schedule of activities: Exhibit, Lectures (include speakers' names and subjects), Banquet, Auction, etc.
- 8) Public Day Information
- 9) "Road Show" Event Date and Time
- 10) Hotel information: Room Rates, Location, Parking
- 11) Tour and Activity Information
- 12) Registration Form with prices of registration packages – See Appendix R for sample
- 13) Mart Table and other function fees
- 14) Size of mart table
- 15) Mart room setup times
- 16) Mart open and close times
- 17) Mart table rules and limitations
- 18) Cutoff date for reserving hotel room
- 19) Cut-off date for pre-registration
- 20) Cutoff date for cancellations

NAWCC Regional ads must include the following disclaimers:

"The NAWCC, its officers and members and the (name of Regional) are not responsible for any loss, injury, or tort during this meeting."

"Non-Horological Items: The buying/selling/trading or otherwise exchange of non-horological items is prohibited in the Mart and Auction(s)."

Benefits Are Crucial: Remember always in designing such an advertisement, **the most important thing to communicate are the benefits to attendees.** It is also important to communicate as completely as possible all the essential information an attendee would want to know (What? When? Where? How? Cost?). Resist the temptation to be cute or clever. Be direct. **The most successful advertisers are those who clearly communicate the benefits they offer.**

Multiple Ads: If you have sufficient budget, it may be effective to run more than one ad. Generally, the principal ad should be placed in the issue of the *Mart & Highlights* that appears four to six months before the event, to give people time to plan and make travel arrangements.

An additional ad can be a reminder for those who did not respond to the first one. It might be smaller than the principal ad and include a reference to it, such as, “**See our BIG ad in the [month] Mart & Highlights!**”

Direct Mail: If this Regional Meeting has been held before, one of the most effective ways to generate attendance is to **send letters to previous attendees**. Past registration records can provide contact information for these people, who are some of the very best prospects for your event. It is a good idea to go back at least two years. If you notify only last year’s attendees, you may miss some who attended in the past but missed last year’s meeting.

Mailing Aids: The **computer registration program** available from the NAWCC can print mailing labels from previous attendee lists. If you print labels from more than one year, eliminate duplicates to save postage. A good way to do this is to ask a volunteer to delete older labels (which are also more likely to have out-of-date addresses) that are duplicates of newer ones.

NAWCC Member Services can also provide member mailing labels for specified ZIP codes near your Regional Meeting location at a nominal cost. This is another way to reach NAWCC members who may not belong to local chapters.

Mailing Pieces: Generally, four sheets (printed on both sides) of ordinary letter size (8-1/2" x 11") paper, a #10 business envelope (4" x 9-1/2"), a mailing label, and postage will weigh just under one ounce. This provides ample room for information about a Regional Meeting.

Do not waste your stamps: Don’t be afraid to fill the envelope. Skilled advertisers know, “**The more you tell, the more you sell.**”

Be sure to make up a sample mail piece, and then **ask your local post office to weigh it for you** before creating the mailing. The post office relies **only** on its own scales to establish mailing weights.

Bulk Mailings: NAWCC Member Services may be able to assist with bulk mailings. **The Regional Meeting will be required to pay for the mailing, but there is a potential for considerable savings. Ask the Communications Director for details.** (Obtaining your own bulk mail permit is rarely economical unless you do frequent large mailings. Your local post office can provide information and details, or you can learn more at usps.com.)

Bulk Electronic Communications: The Communications Director may be contacted for information on distributing bulk email notices.

Local Attractions: If your destination has tourist attractions, consider including pamphlets from the local **Convention and Visitors Bureau**. (Remember to include these when weighing the mail piece.) This information can provide incentives for members to bring their families. You might also include a list of local antique shops and malls, because many watch and clock collectors are also interested in other antiques.

Writing Your Letter: Think about the benefits to the attendee. **Don't assume they know them already. Tell them!** For example, **you might suggest to attendees that they bring a few items for the auction**. This is an opportunity to sell items they no longer want in their collections, but without the expense or trouble of taking a table in the Mart. Tell prospects about the speakers who will be making presentations, what the exhibit will be, how entertaining your auctioneer is, etc.

Personalize: When you write to the prospective attendee, remember that **you are writing to just ONE person**. Talk directly to him or her, not to an “audience.” Your grade school teacher told you to **write as though you were writing to a friend**. That’s still good advice.

If you can personalize the letter (i.e., if you can address the letter directly to the prospective attendee), this will increase its effectiveness. Many word-processing programs offer this capability.

Internet Marketing Opportunities: The NAWCC will place a notice about your Regional on the NAWCC website. If your chapter also has a website, promote your Regional Meeting there as well. Be sure your chapter website includes a link to the NAWCC website.

Post PDF versions of registration forms. It takes a little computer skill, but you can create a “fillable” PDF form that allows prospective attendees to fill in registration forms on their computers, and then print them for mailing. **This is a great way to improve the legibility of the registration forms you receive.**

NAWCC Message Board: Post notices of your Regional Meeting on the NAWCC Message Board. Several thousand Forum Members participate in these online discussions. You should have at least two postings: one in the NAWCC Members Only section and one for General Forum participants. Be sure to include all pertinent information about your meeting, including your website, downloadable registration forms, etc. Consult the Forum Administrator about which special Forum features you can use to enhance your posting.

Other Internet Marketing: The Internet is full of opportunities for promoting your Regional Meeting. You may wish to try a **Facebook** page or even create a **Twitter** or **Google+** account. You may also consider posting pictures of past Regional Meetings on a **Pinterest** page or create a blog on **Tumblr** about your meeting. There are many things to try. By the time you read this, there may be many more.

Be sure to track what works and what doesn't, because this will be very helpful in planning promotion for future events. Don't assume that just because it's trendy, it's effective. Remember what happened to **MySpace** and **Second Life** and **Amazon Auctions**.

Online Registration: NAWCC offers assistance to Regional Meetings with permitting attendees to pre-register online and pay pre-registration fees with **credit cards**. Coordinate with the Registration Committee and contact NAWCC Member Services for details.

If you have someone with some Web skills, it may be possible to add an online registration system to your own website, using a service such as PayPal[®] to handle payments and credit cards.

If you accept credit card payments, be aware that the credit card processor will deduct a small fee for handling payments and any refunds that might become necessary. You may impose a surcharge to cover these fees, but bear in mind that attendees will probably dislike having to pay extra fees for using a credit card.

Promotion at Other NAWCC Events: Print a supply of extra registration forms or of your **Mart & Highlights** ad, and ask friends to distribute them at other Regional Meetings. You might even consider having a table at nearby Regional Meetings, where you can distribute information about yours – and even pre-register attendees.

Chapter Newsletters: Ask Co-Host Chapters as well as other nearby chapters to place a notice of your event in their newsletters.

Local Media: The local Convention and Visitors Bureau can often assist you in contacting media for free publicity. “Weekend Events” sections in newspapers and “Calendars” on radio offer excellent publicity opportunities. Local radio shows often have large audiences during morning and evening commutes.

Local Business Establishments: Display membership applications, information on the Regional Meeting, and registration forms at local antique shops, etc.

Introductory Memberships are now available and should be emphasized when advertising to the general public. You will need to say that membership is required and provide cost details, but there is NO limitation to publicizing your Regional Meeting.

PUBLICITY AND NEWS MEDIA GUIDELINES

The NAWCC Communications and Editorial departments may be contacted for assistance in preparing press releases and contacting local media. Refer to the NAWCC website for suggestions on working with your local media <http://nawcc.org/index.php/chapter-information/workingwiththedia>.

Before the Regional Meeting, contact local television and newspapers for feature articles or interviews. Offer to show several items from the Exhibit and explain them in an interview.

Members of the press, radio, television, etc., should be encouraged to visit the exhibits, lectures, and workshops, accompanied by the Publicity Committee. Members of the press may also be admitted to the Mart and Auction rooms as “Escorted Visitors” and should be accompanied at all times by the Publicity Committee Chair, the General Chair, or a designee to help with questions.

In discussions with the media, emphasize that as a not-for-profit educational and scientific organization, the NAWCC welcomes the general public to attend the Exhibit, lectures and workshops held in conjunction with the Regional Meeting. Inform the media that while access to the Mart is limited to authorized attendees, membership in the NAWCC is available at the event, including low-cost Introductory Membership for those who want to experience full NAWCC benefits on a trial basis.

AUCTION COMMITTEE

IN BRIEF: The Auction Committee is responsible for establishing and executing auction procedures and rules and arranging for an auctioneer. The committee is also responsible for solicitation, registration, display, and security of auction items.

A display area, ample seating, and a public address system are necessary for the Auction room.

No one may be admitted to the Auction room except those wearing proper identification badges. It is the responsibility of each door attendant to ensure that this rule is strictly adhered to. If it is necessary for facility maintenance personnel to enter the room, they must be accompanied by a member of the Auction Committee and should wear an appropriate badge.

SECURITY: The Auction room must be secure. In general, security must be provided for the Auction room, beginning at registration time and continuing through the end of the Auction.

If the time period covers only a few hours, Auction Committee members may serve as security guards. The Auction Committee, in collaboration with the General Chair, Exhibit Chair, and Mart Chair, should coordinate with the Security Committee Chair for security in the Auction room as required.

AUCTIONEER: The Auctioneer may be an NAWCC member or a professional auctioneer. If an NAWCC member serves as the Auctioneer, normally no fee is paid the person. The member is offered a free Registration Package as a courtesy and to offset expenses.

If the services of a professional auctioneer are used, a fee should be agreed upon in advance of the meeting. The professional auctioneer should have knowledge of horological items and current market values.

If the Auction is held in conjunction with a Public Day, some states require that a licensed public auctioneer be used. Check local regulations to determine what is applicable in your area.

Lots: The Auction Committee should set a limitation on the number of lots and a registration fee for each.

PUBLICITY: The time and location of Auction Registration and Auction should be published in the Regional program. Reminder announcements should be made throughout the meeting.

RECEIPTS: A three-part ticket or equivalent should be used for Auction registration. (See Appendix S for a sample Auction Transaction Ticket.)

AUCTION PROCEDURES AND RULES: The Auction Procedure and Rules (based on the following format) should be published in the printed program, included as an insert in the Registration Package, or handed out at the Auction.

Auction Procedure and Rules:

- 1) The Auction will be limited to ____ items or lots.
- 2) A registration fee of \$ ____ per item or lot will be charged.
- 3) Participation is completely voluntary - all consignors and buyers do so of their own free will. [Name of Host Chapter] and the NAWCC, Inc. will not assume any responsibility for any misunderstanding, condition of merchandise, damage, loss, or tort, etc., which might arise as a part of the Auction. All matters in any transaction shall be the responsibility of the seller and the buyer.

Use one of the following paragraphs, as applicable.

- 4) Bidding is restricted to current members in good standing of the NAWCC, Inc. if held on a Member-only day.

If the Auction is held on a Public Day, non-members may participate in bidding but must present full identification when registering for the auction. The Auction Committee may implement special requirements regarding payment for non-member successful bidders such as cash or money orders. These points need to be emphasized in promotions and advertising to the public. There are also special requirements for consignors when auctions are held on Public Days; see Item 11 below.

5) Qualified bidders must register by showing their identification badge and obtaining a bidder number.

6) All merchandise shall be identified by an auction number affixed to the item. This identification must remain attached to the merchandise until it is delivered to the buyer. The attached merchandise number must then be matched to the buyer's number for delivery and to the seller's number for payment.

7) A "Lot" may consist of numerous items with a total estimated value of not less than \$____. A card shall be supplied for each lot by the seller, listing a brief description of the item(s). "Lots" might consist of collections of tools, supplies, books, etc. related to each other in some way. This is a good way to dispose of the inventory of a shop that has closed or the accumulations of a collector who no longer needs these items.

8) Any loose pieces or parts belonging to an item should be boxed, listed, and labeled with the Auction number by the seller and noted on the affixed card.

9) Each lot shall be removed to the Auction claim area promptly after being sold. The buyer's numbered ticket must then, after payment, be presented for delivery of the merchandise.

Use one of the following paragraphs, as applicable.

10) This will be an absolute auction. There are to be no reserves, no advance bids, nor house bids. (See special condition for auctions on Public Days). At the discretion of the Auctioneer, one bid may constitute a sale. In case of a dispute, the decision of the Auctioneer will be final.

A consignor may bid on his own item and is allowed to buy back his merchandise if the Auction is for members only. Auctions held on Public Days cannot permit consignors to bid on or buy back their own merchandise; however, they may establish reserve prices for such auctions.

11) Every precaution will be taken to ensure careful handling of all merchandise. However, we ask all parties involved to cooperate to the fullest so that no damage or loss shall occur before, during, or after the Auction.

ITEM QUALITY: The membership is generally interested in a "quality" auction. Auction items should be received in sufficient time to be screened for suitability. A listing of all Auction items may be prepared by the Auction Committee. Registration may be accomplished by mail or at the Regional in sufficient time to prepare the list.

SELLER AND BUYER PREMIUMS: Although seller and buyer premiums can be used, experience shows that they impact the quality of items in the auction. Most NAWCC auctions have no premiums. Regional auctions have on occasion required a seller's premium of a fixed percentage of the hammer price. This is a major deterrent to good and expensive items. The owner will realize that if he ends up "buying back" his item, he will owe a premium based on the hammer price. This practically guarantees the auction will have only cheap low-quality items. Most NAWCC auctions have no premiums. An up-front fee of \$2 to \$10 per lot is normal.

SETTLEMENT: At the conclusion of the auction, the buyer pays the seller and receives the purchased item and the seller's copy of the Auction Transaction Ticket, which the buyer shows to the door guard as proof of payment. The buyer may then leave the Auction room with the item.

SECURE STORAGE: The Auction Committee may make arrangements with the Mart Chair for overnight security of the auction items. They may be stored in one area of the Mart room, to be retrieved the following day. If the buyer has a Mart table (evidenced by a Registration Badge), the Mart Chair or his designee may escort the buyer into the Mart room for the sole purpose of placing the item on that Mart table.

SILENT AUCTION COMMITTEE

Silent auctions are an optional regional activity.

IN BRIEF: The Silent Auction Committee organizes and conducts periodic silent auctions in the Mart room.

A silent auction displays horological items that carry an identifying tag with a description and minimum acceptable bid. Bidders write increasingly higher amounts they are willing to pay for the item. At some fixed point in time, the silent auction is declared over, and the last highest written bid is the successful bidder.

A group of tables can be designated as silent auction tables in an area of the Mart room that will not unduly disturb Mart tableholders.

A nominal fee may be charged for each item placed in the Silent Auction.

Silent auctions should last no more than 60 minutes.

Bidders may need to be reminded to move along and allow others to view the items.

Silent auctions may be conducted in one of the following ways:

- 1) Set an established time duration for the auction. As the silent auction is going on, periodic reminder announcements should be made to encourage people to review the items and to participate. Announce when the auction is nearing its time duration (e.g., five minutes before the end of the silent auction). A good way to terminate a Silent Auction is for a committee member running the auction to secretly set an alarm clock to ring from 30 to 60 minutes from the start of the auction. This will eliminate the appearance of favoring any bidder.
- 2) Randomly end the auction at the discretion of the Silent Auction Chair or his designee.

FORMS: The Silent Auction Committee should have preprinted registration forms (see Appendix T) on which the seller may write a name and/or registration badge number, along with a description of the item. The seller then writes on the card the absolute lowest acceptable bid. The Silent Auction Registration card should be adjacent to the item.

BIDDERS: All authorized attendees in the Mart room are permitted to bid on items in the Silent Auction, including non-members who have paid their entry fee on Public Days if such events are held.

SETTLEMENT: Once the Silent Auction is over, sellers and buyers get together and settle up independent of the Committee.

PHOTOGRAPHY COMMITTEE

IN BRIEF: The Photography Committee is responsible for photographing Regional activities. A selection of photographs may be published in the *Mart & Highlights* with a report of the Regional meeting. They may also be used during the advertising campaign for the following year's regional.

Electronic files of photos are preferred for publication, but good prints are acceptable.

Special areas of interest are the Exhibit, the Banquet, the speakers, and any other unusual activities. Extra photographs may be put into the Host Chapter's scrapbook and website.

Photographs may be utilized for publicity of future Regional Meetings.

GRAPHIC ARTS COMMITTEE

IN BRIEF: The Graphics Arts Committee designs and produces Regional printed programs, name badges, ribbons, signs, posters, and any other necessary printing or artwork. This committee should contact other committee Chairs to identify all needed material.

Regional Printed Program

The printed program may contain the following information as applicable:

COVER

Name of Meeting

Location

Date

Name of Host Chapter and Co-host Chapters

Logo (optional)

CONTENTS

WELCOME

GENERAL INFORMATION

Presented by General Chair

REGISTRATION INFORMATION

REGISTRATION BADGES

Quote verbatim:

Must be worn for admission to Mart and Auction Activities.

EXHIBIT

Information detailing location, hours open, theme, walking tours, etc.

LECTURES

Information detailing subjects, brief resume of lecturer, location, and times.

WORKSHOPS

Information detailing subject, name of person conducting the Workshop, location, and times.

SPECIAL ACTIVITIES

Information detailing location and times. A brief explanation of the activity should be given.

Instructions should be given regarding tour pickup location and time as well as an approximate return time.

DOOR PRIZES

Explain method of distribution.

SECURITY

State that 24-hour security is provided for the Exhibit, Mart, and Auction areas (as applicable) with beginning and ending times.

DISCLAIMER

Quote verbatim:

“The Mart and the Auction are conducted for the convenience of all classes of NAWCC members and their Immediate Family who qualify for such privileges. Non-members may participate only under NAWCC policies for non-member entry; however, all conditions and qualifications stated herein apply equally to them. Participation in the Mart and Auction is entirely voluntary and neither the Association, Chapters, nor officers and members thereof, assume any responsibility for damage, losses, torts, or misunderstandings arising from the operation of the Mart and Auction.”

“The buying/selling/trading or otherwise exchange of non-horological items is prohibited in the Mart and Auction(s).”

SCHEDULE OF EVENTS

State dates and times of opening and closing.

Registration, Mart room setup and opening, hospitality, etc.

MART RULES

AUCTION RULES

NAMES OF NATIONAL OFFICERS

NAMES OF CHAPTER OFFICERS

NAMES OF COMMITTEE CHAIRS

NAMES OF CO-HOST CHAPTERS

ACKNOWLEDGMENTS Door Prizes Donors, Favor Donors, and Other Acknowledgments.

SIGNAGE

Large neatly made signs should be strategically placed to identify the following areas:

Agenda / Schedule

Registration

Pre-Registration Packet Pickup

Mart

Mart Unloading

Mart Row Identification

Mart Control or Mart Central

Lecture Rooms

Exhibit Rooms

Hospitality Room

Banquet Room

Other signage, as applicable, such as Road Show, disclaimer for Segway, and other mobility devices. Signs should also identify:

- Lecture and workshop speakers, topics, and times.

- Exhibit walking tours and other special events.

Directional signs, with large arrows, can help direct attendees to various locations of Regional activities.

SECTION 5

DETERMINATION OF REGISTRATION AND MART TABLE FEES

The General Chair and the Finance Chair, with input from the various Committee Chairs, should create a Regional Meeting Budget. Having estimated the expenses of each Committee, and based on expected attendance, a regional fee scale can be determined that will provide sufficient income to cover expenses.

Regional fees vary widely because of many factors, such as the large difference in food and labor costs in different parts of the country, the size of the Regional, and whether the Banquet meal is a dinner, lunch, or breakfast. These and many other factors must be considered when pricing a Regional Meeting.

If the Regional Meeting is one of a series, it is important to draw upon the experience of previous organizing committees in anticipating attendance and fees for attendees, etc. Knowing what has happened in the past can provide considerable guidance and comfort to organizers.

Ultimately, market forces also are important. If registration fees are higher than in the past, or if there is an increase in hotel room rates, such conditions can disastrously discourage attendance.

DETERMINATION OF REGISTRATION AND MART TABLE FEES

A) ESTIMATE INCOME (i.e., attendance, Mart tables, number of Banquet meals).

There are four major areas that generate income at a Regional:

- 1.) Registration (pre- and on-site)
- 2.) Banquet Meals
- 3.) Mart Tables
- 4.) Auction and Silent Auction fees

NAWCC Member Services can furnish attendance figures (registration, banquet, tables) from previous Regional Meetings. It may be helpful to obtain attendance figures over several years.

There are many factors (e.g., location and date) affecting attendance; therefore, you should choose a number slightly lower than the previous year's attendance as the base attendance number.

For example, if the previous year's attendance was 550, a good base figure to use in planning the budget might be 500. By using a lower base figure, allowance can be made for unexpected expenses and increased costs.

For example, assume the following:

Registrations	=	500 (300 pre-registration + 200 walk-in registrations)
Banquets	=	100
Mart Tables	=	150

B) ESTIMATE EXPENSES

The Regional General Chair and Vice Chair collaborate with each Committee Chair to estimate the expenses for that committee. These expenses are based on anticipated committee activities, as described in SECTION 5 of this Handbook. As an additional aid, the Meeting **Expense Planning by Committee** outline (as given in Appendix G) may be used. Most of the common expense items for each Committee are listed there.

For example, assume total estimated regional expenses of \$18,000.

C) DETERMINE FEES

Most Regional income is from the four major areas listed above:

- 1) Registration (pre- and on-site)
- 2) Banquet Meals – may be Breakfast, Lunch, or Dinner Banquet
- 3) Mart Tables
- 4) Auction and Silent Auction fees

Continuing with this example, here are some assumptions:

	#	FEE	=	INCOME
Pre-Registration	300	\$20	=	\$ 6,000
Walk-in Registration	200	\$23	=	\$ 4,600
Banquet	100	\$10	=	\$ 1,000
Mart Tables	150	\$25	=	\$ 3,750
		Total	=	\$15,350

The estimated income of \$15,350 is \$2,650 **less** than the estimated expenses of \$18,000.

Before raising fees, remember there is some additional income generated by the auctions. Assuming 100 items in each auction:

100 Silent Auction items at \$1.00 each will yield \$100.

100 Live Auction items at \$5.00 each will yield \$500.

This \$600 of additional income reduces the loss from \$2,650 to \$2,050, but there still is not enough income.

If the expenses of \$18,000 are assumed reasonably accurate, fees must be increased. An increase of \$5 in the registration fee for the 500 registrants will generate an additional \$2,500. Since the shortage was \$2,050, this \$5 increase results in a \$450 overage.

If a conservative estimation is used and attendance is estimated on the low side, and if expenses are estimated conservatively, and a little on the high side, then the projected surplus of \$450 should be sufficient and should cover any unexpected expenses.

Therefore, reasonable fees to use (considering \$25 Mart Tables and \$10 Banquet) might be:

Pre-Registration	\$25
On-site Registration	\$28
Banquet	\$10
Mart Tables	\$25
Silent Auction Registration (each)	\$1
Live Auction Registration (each)	\$5

There are obviously many variations of fees that would generate the same amount of income. This example merely illustrates the process. No consideration was given to using a reduced fee for “Saturday only” admission. A reduced fee was not considered for children. These were left out to simplify the example and because they do not produce any significant additional income.

Some Regional Meetings chose to offer a reduced admission fee for spouses/significant others.

PUBLIC DAYS FEE: Especially in the early years of Public Day offerings, it may be very difficult to estimate the number of Public Day attendees. In addition, having a Public Day can incur larger publicity expenses for the Regional Meeting. As a consequence, until such time as you have more experience with Public Days, it might be better to assume they will generate little or no income.

BANQUET FEE: The Banquet is one of the highlights of a Regional Meeting. Committee Chairs and workers are acknowledged, and the National Representative presents a number of awards. Everyone should be encouraged to attend. When determining Regional fees, the Banquet should be reasonably priced. If the banquet is too expensive, it could impact attendance.

SURPLUSES: Surpluses from Regional Meetings should not be allowed to accumulate excessively year after year. They may be used to promote educational activities and other worthwhile horological projects on the Chapter, Regional, and National level. For example, surpluses from one year might be used to improve the quality or number of speakers and workshops in the next.

Review the sharing agreements discussed in the paragraph “**Establish Host/Co-Hosts Sharing Relations**” in Section 2 of this Handbook.

NAWCC Member Code of Ethical Conduct

The Board of Directors has adopted a Member Code of Ethical Conduct. This Code has been developed to provide a clear set of guidelines for ethical personal conduct in your daily horological pursuits, whether in business, attendance at NAWCC sponsored meetings and events, in personal contact with any member or non-member, or in correspondence or dialogue in any venue whether public or within the NAWCC.

What is the difference between ethics and conduct? Ethics is the discipline dealing with what is good and bad, and with moral duty and obligation. Conduct describes your actual interactions in society. The NAWCC cannot regulate or provide guidance regarding your ethics; however, by this Code it defines what is acceptable conduct.

This Code applies to every NAWCC member. Each of us represents the NAWCC when we say we are a member, and it is important that we all understand that if we wish to draw new members and retain current members, our Association has to maintain a good public and private reputation for honesty and integrity. We trust that this Code will help both you and the Association to enjoy the benefits that come from a trustworthy reputation.

Thank you for your attention. Should you have any question regarding any point of the Code, please contact a member of the Board for clarification or explanation.

—Board of Directors, NAWCC

NATIONAL ASSOCIATION OF WATCH AND CLOCK COLLECTORS, INC.

Member Code of Ethical Conduct—Adopted December 8, 2006.

Amended December 6, 2008; May 28, 2011

Preface

On joining or renewing membership with the National Association of Watch and Clock Collectors, Inc. (NAWCC), every member undertakes an obligation to uphold its purposes and to conduct oneself in an exemplary manner in the horological community. Acceptance and continuation of membership shall be conditional upon acceptance and adherence to the Articles of Incorporation, Bylaws, and Standing Rules of the NAWCC as may be amended from time to time, and this Member Code of Ethical Conduct (hereinafter known as the Code).

Every member is bound to adhere to this Code, which establishes the standards for ethical conduct for NAWCC member activities related to horology. The Code is founded on the principles of honesty, integrity, fairness, respect, courtesy and trust in interpersonal relationships, business transactions, publication of horological works, and interface with the public. It is intended for the Code to be recognized as a standard for the organized horological community.

Members' Responsibilities**A. General Conduct**

1. Members shall conduct themselves in a way that brings no reproach or discredit to the NAWCC, any NAWCC Chapter, any other NAWCC member, any member of the public, or to themselves and in so doing shall abide by federal, state and local laws in the pursuit of their horological interests.
2. Members shall show respect to every individual and not engage in personal attacks of any kind against any other person or organization in any public forum, newsletter, Internet venue, chapter meeting, regional or national event, documentation or publication. For example, it is acceptable to debate issues and philosophies, but not the character of people or entities.
3. Members shall support the collection and preservation of horological items and knowledge, not engage in activities that encourage the loss of these to posterity, and shall take reasonable and proper care of all horological items in their possession.
4. Membership in the NAWCC does not constitute any representation or warranty by the NAWCC to such member or any other person. Members may use the NAWCC logo or name in a manner that reflects their status as a member, such as "Member, NAWCC". However, no NAWCC logo or name may be used for personal or monetary gain in any way.
5. Members shall report unethical conduct and violations of this Code to the NAWCC Ethics Committee as directed in Section D, Complaint Policy.
6. Members shall not allow others to use their badge or membership identification in any way, including but not limited to entrance to any NAWCC activity, listing of any horological merchandise on any NAWCC or other Internet venue, or access any NAWCC Internet venue that is reserved for members only.

B. Business Transactions

1. Members shall conduct all business transactions in an open, honest, and transparent manner, shall properly identify themselves, and shall:
 - a. Provide the buyer with all known information regarding any item offered for sale, trade or other purpose, clearly stating its condition and provenance and clearly identifying all known or suspected alterations, substitutions, or reproduction items;
 - b. Refuse to buy, trade, or sell horological items for which the ownership is questionable. Information on suspected stolen items shall be reported promptly to the proper law enforcement authorities;
 - c. Whether the buyer is present or cannot be present to personally inspect the item before the sale, provide a reasonable period of unconditional return in "as received condition" for all transactions with the buyer paying postage and insurance as may be required.

2. Members are prohibited from:

- a. Misrepresenting any form of payment for goods purchased, failing to pay for items sold in good faith, theft, or otherwise defrauding any other member, non-member, or entity;
 - b. Manufacturing and/or selling a counterfeit item as an original. The sale of such items being a criminal offense under Federal law, their presence for sale will not be tolerated at any NAWCC function;
 - c. Knowingly participate in any way in the advertisement, sale or trade of any horological items using deceptive practices such as false or misleading claims of scarcity, age, value, condition, investment potential, and misrepresentation of a sale when in fact no change of ownership occurred;
 - d. Knowingly selling, producing, or advertising reproduction or replica items in any form unless such items are clearly identified as reproductions or replicas.
 - e. Representing themselves as appraisers that are authorized, certified, or licensed by the NAWCC.
3. Members shall agree to read, understand, and abide by the Mart and Auction rules for all official NAWCC functions.
 4. When entrusted to repair horological items, members shall make a good faith effort to notify the owner of all work to be performed or parts requiring repair or replacement prior to starting work on the item.
 5. Only persons or members who have been officially verified by the NAWCC School of Horology regarding their watchmaking and/or clockmaking skills may represent themselves or their businesses in any way that implies the NAWCC has approved, sanctioned or otherwise certified their expertise and skills. However, the NAWCC provides NO warranty for goods and/or services offered by such persons or members. Further, participation in NAWCC Field Suitcase Workshops does NOT provide any degree of verification or certification.

C. Publications

1. Members preparing scholarly works, articles or other material for publication shall clearly document all source material and shall not engage in plagiarism. It is the responsibility of the author to correct errors in published articles. Such errors shall be corrected in future publications.
2. Should an author desire to use Copyrighted source material, it is his responsibility to secure permission for such use from the Copyright owner, warrant to NAWCC that such permission has been granted and that the proper form has been used in the credit line.
3. Members who hold positions of governance or authority in the NAWCC shall not receive any special consideration regarding publication of materials they may author.

D. Complaint Policy

1. Complaints can be initiated between members or by non-members against members. Complaints against non-members must be taken to civil authorities.
2. All complaints shall be initiated by a signed original statement submitted to the NAWCC, Inc., Attention: Ethics Committee Chair, 514 Poplar Street, Columbia, PA 17512-2130. Registered mail, return receipt requested is strongly recommended. Complaints submitted by E-mail, phone, fax, etc. will not be considered. The current Member Code Complaint procedure may be found on the NAWCC website at www.nawcc.org under Member Central > Member Resources > Member's Documents.
3. After reviewing a complaint the Ethics Committee may suspend or partially suspend member privileges (duration not to exceed six months) pending resolution of the matter, or decline action if it considers the complaint unwarranted. If the Ethics Committee declines to take action, the complainant may within 30 days appeal the decision in writing to the Board of Directors (Board): NAWCC, Inc., Attention: Secretary, Board of Directors, 514 Poplar Street, Columbia, PA 17512. Any Ethics Committee decision that is appealed to the Board shall be stayed until action is taken by the Board. Unless section (D) (5) of the Code is implemented. All decisions of the Board are final.
4. Members agree that when deemed appropriate by the Ethics Committee, disputes may be resolved by binding arbitration.
5. The Board or their designees may temporarily impose penalties for obvious and/or flagrant violations of the Code during the time that the complaint process is underway.

BOARD OF DIRECTORS RESPONSIBILITIES**Member and Public Education, Code Maintenance, and Enforcement**

- A. By approval of this Code, the Board directs the Executive Director to ensure that:
 1. All new members will receive a copy of the current Code in their membership package.
 2. The Code is prominently linked in the home page of the NAWCC web site, and is published at least annually in an NAWCC publication available to all members.
 3. All policies and procedures pertaining to the Code are easily accessible to all members and the general public, through electronic means and by mail.
- B. The Board shall ensure that the Code and all associated policies and procedures are reviewed at least bi-annually for the purpose of maintaining its relevance to the Association and its members.
- C. The Board shall approve policies and procedures to ensure that:
 1. A structure and procedures are in place to receive and address all complaints.
 2. All complaints that are registered receive prompt and unbiased handling.

NAWCC Regional Meeting
Approval Agreement for Public Day

Board Approved June 8, 2011

(Please print or type)

Regional Name _____

Regional Location _____

Regional Dates _____

Public Day Date(s) _____

Expected Number of Public Attendees _____

Regional Chair _____

Address _____

Day Phone _____

Email _____

I, _____, Regional Chair, have received and read the requirements of the NAWCC Board of Directors for implementation of Public Day(s) and agree to follow the Public Day Board Policy, Public Day Guidelines and Procedures.

Signature _____ Date _____
Regional Chair

Return completed form to Renee Coulson, Regional Coordination Manager, 6522 Hideaway Road, Ooltewah, TN 37363; or email to reneecoulson@epbfi.com

Approved _____ Date _____
Regional Coordination Manager

National Association of Watch and Clock Collectors, Inc.

514 Poplar Street
Columbia, PA 17512
(717) 684-8261

NAWCC Insurance Programs

Chapters/Regionals Liability Insurance

The NAWCC negotiates liability insurance rates that are available to individual Chapters at the group rate. In most cases this reduces the cost of insurance to the Chapter. Liability insurance is recommended but not required for chapters. Liability insurance does provide protection to Chapter officers and members especially for chapters that are not incorporated.

Liability insurance is required by the NAWCC for all regionals. For regionals it is recommended that chapter liability insurance be purchased by the host chapter which will cover all the chapters' activities for the year including the Regional Meeting. The Regional may want to reimburse all or part of the cost of this insurance to the Chapter. This insurance will typically cost from \$375 to \$750. The NAWCC has arranged with one or more brokers to provide chapter liability insurance. If the host chapter does not already have liability insurance, see the attached pages for information on where to request quotes. Contact the NAWCC Controller if you have questions. A certificate of insurance naming the NAWCC as an additional insured must be submitted by all Regionals to NAWCC National office at the above address, Attention: Pam Lindenberger no less than 90 days prior to the event.

Most convention facilities and hotels require that they also be named as an additional insured on the liability insurance policy. If this is the case, pass this information on to the insurance broker as early as possible so that the insurance policy may be adjusted to reflect this requirement and a certificate issued. Most facilities require a minimum of \$1,000,000 coverage with some requiring more.

Regional Meeting Exhibit Insurance

General: In the interest of education, all Regionals should have an exhibit of horological items.

The Exhibit Committee solicits and displays horological items in the Exhibit. Make every effort to present the best from members' collections. Exhibit materials may also be available for loan from the NAWCC Museum and/or Library and Research Center. Contact the NAWCC Museum Director and/or NAWCC Library and Research Center director for further information. The Exhibit Committee may choose a theme for the Exhibit (e.g., Seth Thomas clocks, Waltham watches, etc.) or may have a general exhibit. The theme may also be the topic of one or more lectures. This requires close coordination with the Program Chair.

Insurance: **Exhibit insurance is required by NAWCC for exhibits at Regional Meetings.** Exhibit insurance is available through the NAWCC Controller. All persons planning on loaning items for exhibits should complete a copy of the "NAWCC Loan Form" which should be reviewed by the Exhibit Chair. The Exhibit Chair or General Chair should forward copies to the NAWCC Controller as soon as possible so the insurance can be put in place prior to accepting items. The dates that coverage will need to be in effect and the total value of loaned items are needed to provide the cost of coverage. (2013 pricing - \$81 for the minimum \$50,000 of coverage) Price is subject to change and will increase for values above \$50,000.

TO REQUEST A QUOTE - If you wish to obtain a quote, please see the attached information from the current providers: Horst Insurance and AHP Chapter Insurance

AHP Chapter Insurance

Product Features

- General liability
- Personal & bodily injury coverage
- Property coverage
- Loss of income
- Equipment breakdown
- Money and securities coverage

Limits Available

- Maximum property value of \$3,000,000
- Liability limits up to \$1,000,000/\$2,000,000

Additional Advantages

- A.M. Best rated A++ carrier
- Quick turnaround time on submissions
- Superior policy issuance
- Low minimum premium (currently starting at \$375 for 2014)
- Policy is not subject to annual audits

**Contact AHP for a quote on NAWCC Chapter Insurance
Call 888.450.3040 to talk with an AHP customer representative**

NAWCC 2014 **LIABILITY** INSURANCE QUOTE FORM
HORST INSURANCE

Name of Chapter:

Chapter Mailing Address:

Contact Name:

Contact Phone Number:

Contact Fax Number:

Contact Email:

Number of Chapter Members:

Meetings per year:

Meeting Location(s)/Address:

Zip Code:

Horst Insurance Contact:

Chris Fantaski

Horst Insurance

320 Granite Run Drive, PO Box 3320

Lancaster, PA 17604-3230

Phone 717-581-9894 Email: cfantaski@horstgroup.com

12/11/2013

NAWCC REGIONAL MEETING AGREEMENT

National Association of Watch and Clock Collectors, Inc.
514 Poplar Street, Columbia, Pennsylvania 17512-2130
(717) 684-8261

Please type or print (in duplicate) if mailing the Agreement. The Regional Chair and the Chapter President must sign the Agreement. Return both copies to Pam Lindenberger at the address shown at the bottom of page. If you prefer, you can scan and email the completed Agreement to Pam at plindenberger@nawcc.org. A signed copy will be returned to you after the requested dates have been approved.

The information supplied here will appear on the NAWCC website, and will be published under "Dates to Remember" in the NAWCC's *Watch & Clock Bulletin* as well as *Mart and Highlights*. It is important that you send notice of any changes; otherwise incorrect information may be published.

Regional Name: _____

Regional Dates: _____
Opening Date (as you want them listed in NAWCC publications) Closing Date

Regional General Chair: _____ Member # _____

Address _____

City, State, Zip: _____

Day Phone Number: _____ E-mail Address: _____

Convention Facility: _____

Address _____

City, State, Zip: _____

Host Hotel: _____

Address, City, State, Zip: _____

Host Chapter Name and #: _____ Public Day Included: Yes No

Host Chapter Current President: _____

Address _____

City, State, Zip: _____

Phone Number: _____ E-mail address: _____

Co-Host Chapter(s): _____

We, the undersigned, agree to use the current NAWCC Regional Meeting Guidebook, approved July 2013, and the procedures and requirements established by the NAWCC Board of Directors emphasizing the importance of quality exhibits, lectures, and workshops.

Signature: _____ Date _____
Regional General Chairman

Signature: _____ Date _____
Host Chapter Current President

Approved: _____ Date _____
National Convention Committee - Regional Coordination Manager

Return to: **Pam Lindenberger, % NAWCC, 514 Poplar Street, Columbia, PA 17512-2130**
Phone: (717) 684-8261 x210; Email: plindenberger@nawcc.org



National Association of
WATCH & CLOCK
Collectors, Inc.

To: Regional General Chair
From: NAWCC Board of Directors
Subject: Requirements for Scheduling Exhibits, Lectures, and Workshops

Dear Regional General Chair:

The not-for-profit status of any organization granted by the Internal Revenue Service under Article 501(c)(3) of the U.S. Tax Code is contingent upon that organization proving that it is not a private foundation and that it exists for the good of the public at large. To continue to enjoy this status, the organization must continually provide the public a trade-off for the federal taxes not paid, taxes that, in effect, are taken on by the public on behalf of the tax exempt organization.

The NAWCC pays off this debt to the public by various means. The NAWCC Museum is a daily means. At the National Convention and Regional Meeting level, it is done by scheduling high-quality exhibits, lectures, and workshops. Their importance cannot be overstated, and they are a requirement for each and every meeting. The quality of the exhibits, lectures, and workshops must be foremost in the mind of each General Chair and the various Committee Chairs who report to the General Chair.

A number of Regional Meetings, in particular, have occurred annually for a number of years, and the sponsoring Chapters have established well-proven methods for planning the meetings. These have been formalized in the Regional Meeting Guidebook. Copies are issued to each General Chair.

A banquet, or its equivalent, should also be incorporated into the Regional Meeting. During this banquet, time should be set aside for the National Representative to communicate information from the National level to the membership.

HOTEL CONTRACT ADDENDUM

This Amendment is made to the contract (as adjusted) between the **{insert name of Regional Meeting}** ("Regional"), and the **{insert name of Hotel}** ("Hotel") regarding the Regional's scheduled meeting (the "Event") for **{insert dates}**. This Amendment along with the original contract (as adjusted, hereinafter jointly referred to as the "Agreement") represents the entire agreement between the Regional and Hotel regarding the aforementioned Event.

Cancellation: In the event that Hotel breaches this Agreement and does not provide the rooms or facilities as required hereunder, Hotel shall pay to Regional within thirty (30) calendar days after such breach, as liquidated damages, an amount equal to the amount that Regional would have been obligated to pay to Hotel had Regional breached this Agreement. Notwithstanding any other provisions to the contrary in the event that the Regional cancels this Agreement, no cancellation fees shall be due from the Regional provided that the Regional agrees to hold an event of similar or greater size (measured by expected revenues to Hotel) within one (1) year of the date on which the Agreement is signed.

Mitigation: Hotel shall undertake all reasonable efforts to resell any unused or canceled rooms and any unused or canceled function space, and will credit those revenues against any penalties, performance clause fees, payments, or liquidated damages, which amounts, if any, shall be due and payable thirty (30) days after the date of the Event, provided Hotel provides proof of its efforts to mitigate such penalties, fees, payments, or damages and proof that rooms and space being held for Regional's Event or its attendees and guests remained unsold. Regional shall not owe any penalties, fees, payments, or liquidated damages if Hotel meets or exceeds its average occupancy level for the week of the Event. In the event that the Regional pays to Hotel any liquidated damages, cancellation fees, attrition fees, or other similar fees, Hotel shall not be entitled to and agrees not to seek additional damages from the Regional.

Additional Charges: No additional charges beyond those stated in this Agreement will be incurred by the Regional or its Event attendees for work performed or services or items provided by Hotel, unless Hotel shall have first given to the Regional or the pertinent Event attendee a quote for the work, service, or item, and obtained prior written consent from an authorized representative of the Regional or from the pertinent attendee to have the work completed, or the service or item provided.

Master Account: A Regional authorized representative must approve in writing all charges posted to the Regional's master account before the Regional shall be billed for any such charges.

Invoice Statement: Hotel shall upon the Regional's request make every effort to have appropriate explanations and backup data sent along with the pertinent invoice.

In-House Equipment: Hotel shall provide, at no extra charge to the Regional, a reasonable amount of conference equipment (e.g., chairs, tables, podium, note pads, pencils, candies, water, water glasses, and other equipment). These complimentary arrangements do not include special setups of extraordinary formats.

Space Warranties: Hotel warrants that it shall provide hereunder all conference, banquet, reception, registration, and function space(s) properly equipped and maintained, including proper heating and air conditioning when and where necessary lighting, and proper chairs and tables. All rooms and function space(s) shall be provided by Hotel in such condition as would normally be provided by a first class hotel and Hotel warrants that in no event shall the overall quality of Hotel, its function space, its guest rooms, and public areas decrease from the levels existing at the time of the Agreement. If in the Regional's sole reasonable determination the overall quality of Hotel, its function space, its guest rooms, and its public areas has decreased from levels existing at the time of the Agreement, then Hotel shall pay to Regional an amount equal to ten percent (10%) of the total room

Initials: Regional _____ Hotel _____

revenue received by Hotel from Event attendees.

Lowest Rate: Hotel warrants that it shall provide to the Regional Event attendees the lowest rate offered by Hotel during the Event dates, excluding previously negotiated volume corporate discounts.

Other Functions: Hotel shall promptly notify the Regional of any concurrent or overlapping conferences, special events, or other attractions to be held in Hotel during the Regional's Event. Hotel warrants to the Regional that there will be no distractions or disturbances, which will affect the ordinary use of function and meeting rooms, or other facilities to be used by the Regional and its attendees.

Renovation: Hotel will promptly notify the Regional of any significant construction or remodeling to be performed in Hotel during the Event. Hotel will endeavor to keep such activity from distracting or interfering with the use of meeting rooms or other facilities to be used during the Event. If it is reasonably anticipated that there will be a significant interference, Hotel will arrange comparable meeting and guest room facilities at a nearby hotel.

Ownership and Management: Hotel shall promptly advise the Regional of any change in Hotel's management or ownership. This Agreement may be cancelled by the Regional without penalty if there is any change in management or ownership of Hotel or any filing for protection from creditors under either state or federal law, provided the Regional notifies Hotel of such cancellation in writing within thirty (30) days after the Regional is advised by Hotel of such change.

Impossibility: The performance of the Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying at least twenty-five percent (25%) of Event attendees and guests from appearing at the Regional's Event, or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the Event or provide the facility. This Agreement may be terminated without penalty for any one or more of such reasons by written notice from one party to the other.

Insurance: Hotel shall carry liability, fire, burglary and other insurance in such dollar amount as necessary to protect itself against any claims arising from any activities conducted in Hotel during the Event, and to indemnify the Regional as provided in this Agreement.

Walk Policy: If Hotel does not provide a sleeping room to a Regional meeting attendee holding a reservation, Hotel agrees to provide each such attendee:

1. A free sleeping room at a comparable or superior nearby hotel;
2. Free transportation by the most efficient and convenient means possible for the attendee to and from the substitute hotel and Hotel;
3. One free long-distance telephone call;
4. Place the name of the attendee on Hotel telephone list for referral.

Emergencies: In the event that Hotel becomes aware of a medical or other emergency pertaining to a Regional Event attendee(s) who is (are) located in Hotel, then Hotel shall immediately notify the Regional's staff of the name of such attendee and the nature of the emergency.

Indemnification: Each party to this Agreement shall, to the extent not covered by the indemnified party's insurance, indemnify, defend, and hold harmless the other party and its officers, directors, agents, employee, and owners from and against any and all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorneys' fees (collectively "Claims") arising out of or caused by the

Initials: Regional _____ Hotel _____

indemnifying party's negligence or willful misconduct in connection with the provision and use of Hotel as contemplated by this Agreement. This paragraph shall not waive any statutory limitations of liability available to either party, including innkeepers' limitation of liability laws, nor shall it waive any defenses either party may have with respect to any Claim.

General Provisions:

1. No waiver of any breach by either party hereto of any term, condition, or obligation hereunder shall be deemed a waiver of the same or similar breach thereafter.
2. All notices required or permitted hereunder shall be made in writing and delivered by certified mail (return receipt requested) to the persons identified herein as the authorized representatives of the parties hereto.
3. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement. Faxed counterparts and signatures shall be deemed originals and shall be as effective, valid, and enforceable as such. Delivery of facsimiles of signatures shall be followed by prompt delivery of the originals to the Regional.
4. If any term, condition, or provision of this Agreement shall for any reason be found or held invalid or unenforceable by a court or under any arbitration(s) provision or award hereunder, such invalidity or unenforceability shall not affect the remainder of such term, condition, or provision, and this Agreement shall survive and be construed as if such invalid or unenforceable term, condition, or provision had not been contained herein. In the event that the terms of this Addendum conflict the terms of the contract (as adjusted), the terms of this Addendum shall control.

The addendum is copyrighted by Venable LLP and is provided by Jeffrey S. Tenenbaum, Esq. (jstenenbaum@venable.com), a partner in Venable's association practice. Prepared for the American Society of Association Executives (ASAE). Used with permission.

Initials: Regional _____ Hotel _____

NAWCC REGIONAL MEETING BOARD REPRESENTATIVE REPORT

To be completed by the **Board Representative** and submitted to the NAWCC Member Services Manager within two weeks of Regional
Use an additional page for more ideas and comments

REGIONAL NAME: _____ DATE: _____

OBSERVATIONS

Was anything unique tried to enhance the "fun factor" for attendees? _____

What was done to enhance the overall hospitality and friendliness of the Regional? _____

What successes and innovations would be worth sharing with other Regional organizers? _____

What problems should be shared with other Regional organizers? _____

Describe other successes and problems you observed: _____

INPUT FROM MEMBERS

Were you given a mart table? Yes No Was there a "Meet your National Officer" event scheduled? Yes No

From your interface with members, what can the Board/Staff do to improve the NAWCC Member experience? _____

What ideas or issues expressed by members require regional organizing committee, NAWCC Staff, or Board attention? _____

PUBLIC DAYS AND ESCORTED VISITORS

If the regional included public day(s), describe its success in the interest of enticing new members to the NAWCC.

Were members of the public recognizable in the mart room? Yes No Describe your observations _____

Did the organizing committee and table holders go out of their way to make the public feel welcome? Yes No

Describe your observations _____

Describe any innovative practices relating to public day(s)? _____

Were provisions adequate for Escorted Visitors? Yes No Describe your observations _____

MART

Was sales tax collected by mart table holders? Yes No Public day only

Were sales controlled during unloading? Yes No If so, how? _____

Were sales of non- horological items an issue? Yes No If so, how were they addressed? _____

Were there parking lot sales? Yes No Organized and advertised (Tailgate) Ad Hoc and Uncontrolled

EDUCATIONAL FUNCTIONS

Were lectures, workshops and the exhibit adequate and appropriate for a regional? Describe your observations _____

PREPARED BY OFFICIAL BOARD REPRESENTATIVE

Please print your name: _____ Membership #: _____ Date: _____

Within **two weeks** of Regional, please send **this form** with copies of **Registration form** and **published program** to:

Pam Lindenberger, Member Services Manager ♦ plindenberger@nawcc.org ♦ (717) 684-8621 ext. 210
National Association of Watch and Clock Collectors ♦ 514 Poplar Street ♦ Columbia PA 17512-2130

CONVENTION EXPENSE PLANNING BY COMMITTEE**GENERAL CHAIRMAN AND VICE CHAIRMAN**

Long distant telephone calls, stationary, printing, postage, gratuities

REGISTRATION COMMITTEE

Badges, ribbons, packet envelopes, equipment rental (e.g., typewriters, computers), confirmation letters and envelopes, long distance phone calls, postage

MART COMMITTEE

Mart tables with covers, 2 chairs per table, dolly rental, postage, long distance phone calls, mart room decorations, outside signs for unloading

EXHIBIT COMMITTEE

Display panels/walls, tables, risers, display case rental, printing, signs, stanchions

BANQUET COMMITTEE

Banquet meal, table gifts, decorations, printing, room setup, entertainment, gratuities.

HOSPITALITY COMMITTEE

Pastries, donuts, beverages, coffee, decorations, signs.

PROGRAM (LECTURES AND WORKSHOPS) COMMITTEE

Audio-Visual equipment rental, video taping, signs, postage.
Speaker expenses: courtesy registration, hotel rooms, travel allowance.

AUCTIONS - LIVE AND SILENT COMMITTEE

Printing of forms and signs, stationery/supplies, auctioneer fee, sound system.

SECURITY COMMITTEE

Mart room, Exhibit room, Auction room.

FINANCE COMMITTEE

Bank expenses, postage.

PUBLICITY COMMITTEE

Mart ads, promotional gifts, flyer printing.

PHOTOGRAPHY COMMITTEE

Film, developing, albums.

ACTIVITIES COMMITTEE

Signs, equipment rental.

DOOR PRIZE COMMITTEE

Wrapping material, postage, prizes, signs, printing.

INSURANCE COMMITTEE

Liability, Exhibit.

OTHER SPECIAL EXPENSES:**SPECIAL COMMUNICATION**

Portable walkie-talkie.

CONVENTION SOUVENIRS**ROOM RENTAL/SETUP FEES**

Mart room, Exhibit and Auction room.

GRAPHICS ARTS

Program and banquet menu, tickets, signs.

HOTEL CORKAGE FEE**SHUTTLE BUSES**

Recognition Certificate Request Form

(sample)

Regional Name _____

Regional Date _____

City and State _____

HOST CHAPTER:

CO-HOST CHAPTER:

HOST CHAPTER PRESIDENT:

GENERAL CHAIRMAN:

GENERAL CO-CHAIRMAN:

PUBLICITY CH:

PRE-REGISTRATION CH:

REGISTRAR:

FINANCE CH:

MART CHAIRMAN:

EXHIBIT CH:

PROGRAM CH:

WORKSHOP CH:

SPEAKER(S):

AUCTION CH:

HOSPITALITY CH:

DOOR PRIZE CH:

BANQUET CH:

PHOTOGRAPHER:

SECURITY CH:

OTHER:

OTHER:

OTHER:

NOTE: Each Regional does not necessarily have all the committees listed above.
Complete this form as it pertains to your regional. Attach an additional sheet of paper if necessary.

RETURN COMPLETED FORM TO NATIONAL OFFICE TWO WEEKS PRIOR TO REGIONAL
EMAIL: lgrossman@nawcc.org – PHONE: 717-684-8261, ext: 229

NAWCC REGIONAL MEETING FINAL REPORT

To be completed by the **General Chair**, submit to the NAWCC Member Services Manager within two weeks of Regional

GENERAL CHAIR

Name: _____ Address: _____
Phone: _____ Email: _____

NAME, TYPE, LOCATION

Regional name: _____ Host Chapter(s): _____
Date: _____ Days of week scheduled: _____
City: _____ State: _____

WEATHER: _____

REGISTRATION STATISTICS

Pre registration: _____ Cost: \$ _____ Previous year number: _____
Onsite registration: _____ Cost: \$ _____ Previous year number: _____
Tables available: _____ Tables sold: _____ Cost: \$ _____
6 or 8 Foot: _____ Previous year sold: _____
Renewed NAWCC members: _____ New full NAWCC members: _____
Introductory members: _____ Escorted visitors: _____
Banquet number: _____ Cost: \$ _____ Buffet or plate: _____
Breakfast, lunch or dinner: _____

MEETING FACILITY

Type of convention facility: Hotel: Convention center:
Name of convention facility: _____
Other type of meeting, describe: _____
Host hotel name: _____
Room cost: \$ _____ Rooms in block: _____ Rooms sold: _____
Mart square footage: _____ Convention facility parking cost: \$ _____ Hotel parking cost: \$ _____

PUBLIC DAYS

Open to public? Yes No If Yes, When: _____
Number of public participants: _____ Entry cost \$ _____ Name, address, email collected: Yes No
NAWCC membership info and benefit package provided: Yes No
Advertisement used: _____ Advertising cost: \$ _____
Number of new NAWCC members resulting from public days: _____

MART

Organized tailgate event: Yes: No: Cost: \$ _____ Unloading hrs.: _____
Scheduled date / Time mart opened: _____ Date and time mart closed & security ended: _____
"Early Bird" or other early access for non table holders available Yes No Cost: \$ _____
Table provided for official NAWCC board representative: Yes No
Approx. % tables occupied noon last day: _____
Method(s) used to keep tables set up on last day?: _____
If sales tax was required, how was it handled?: _____

AUCTION

Number of items: _____ Entry cost per item: \$ _____ Time of auction: _____

EXHIBIT

Theme: _____
Accessible to public: Yes No

Advertised to public: Yes No

LECTURES

Total number: _____ Clocks: _____ Watches: _____ Tools: _____ Other: _____

Explain: _____

Accessible to public: Yes No Advertised to public: Yes No

Estimate of non members: _____

Lecture(s) tied to exhibit? Yes No Walking lecture of exhibit: Yes No

Approximate average number of attendees at lectures: _____

WORKSHOPS

Total number: _____ Clocks: _____ Watches: _____ Tools: _____ Other: _____ Explain: _____

Open to public: Yes No Advertised to public: Yes No Number of non members: _____

NAWCC field suitcase workshop(s): Yes No FSW class numbers: _____

If non FSW, describe: _____

SECURITY

Uniformed off duty police: _____ Convention center guards or contracted guards: _____ Both:

Any security incidents: Yes No Describe: _____

DOOR PRIZES

Distributed randomly with all attendees eligible: _____

Distributed only to those attending a function: _____

If only by function, list functions which had door prizes: _____

HOSPITALITY

Provided for volunteers only: Everyone: None:

Facility supplied food only: Able to bring in food:

Hotel room: _____ Convention center room: _____ Other: _____

Minimal: Fancy: Hours: _____

FINANCES

Profit: Break even: Loss:

If the Regional had a financial loss, major contributing factor: _____

PREPARED BY REGIONAL CHAIR

Please print your name: _____

Signature: _____

Date: _____

Within **two weeks** of Regional, please send this form with copies of the Registration form and published program to:

Pam Lindenberger, Member Services Manager 717 684-8261 ext. 210 plindenberger@nawcc.org
National Association of Watch and Clock Collectors 514 Poplar Street Columbia, PA 17512-2130

Revised: 5/2011



National Association of
WATCH & CLOCK
Collectors, Inc.

MEMBERSHIP APPLICATION

New Members, Renewals, and Reinstates

Full-Year Memberships

Select One

Individual U.S. Membership (includes printed Watch & Clock Bulletin/MART & Highlights, online, current and archive) **\$82** _____

Individual Int'l Membership (benefits are the same as U.S. Membership. \$82 dues + \$24 postage)..... **\$106** _____

Individual Membership (online-only Watch & Clock Bulletin/MART & Highlights, current and archive)..... **\$72** _____

Associate Membership (online-only Watch & Clock Bulletin/MART & Highlights, current and archive) **\$20** _____

(Spouse or significant other living at same address. Please link to member name or number: _____.)

Youth Membership—age 17 and under (online-only Watch & Clock Bulletin/MART & Highlights, current and archive).... **\$20** _____

Student—Proof of enrollment required (online-only Watch & Clock Bulletin/MART & Highlights, current and archive)..... **\$35** _____

Business U.S. Membership—horological and related businesses: _____ **\$150** _____

Business name

Business Int'l Membership—horological and related businesses: _____ **\$174** _____

(\$150 dues + \$24 postage)

Business name

Special U.S. Four-Month Trial Membership – Limited to First-Time Applicants **\$25** _____

I would like an introductory membership (4-month trial). I have never been a member of the NAWCC
(includes mailed Watch & Clock Bulletin/MART & Highlights and online, current and archive). Initial: _____

Special Int'l Four-Month Trial Membership – Limited to First-Time Applicants (\$25 dues + \$12 postage) ... **\$37** _____

I would like an introductory membership (4-month trial). I have never been a member of the NAWCC
(includes mailed Watch & Clock Bulletin/MART & Highlights and online, current and archive). Initial: _____

MEMBER INFORMATION

Name _____ NAWCC Member No. (if Current or Former Member) _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone Nos. (List one or more.) Home () _____ Cell () _____ Work () _____

Email (Needed for online access to member-only areas, including online publications.) _____

Date of Birth (Used for account verification) _____ / _____ / _____ Occupation _____

Primary Interest: Clocks Wristwatches Pocket Watches Restoration/Repair History/Research Tools

Secondary Interest: Clocks Wristwatches Pocket Watches Restoration/Repair History/Research Tools

How did you learn about the NAWCC? _____

Referred by NAWCC member (optional) _____

I have read and will follow the NAWCC Member Code of Ethical Conduct **(see back of this application)**. I certify the information on this form is true. **→** _____
Signature

Event Staff Use Only—Please check that application is complete. Registration #: _____

New Member - Photo ID Checked? Staff initial _____ Cash CC Check# _____ (Drawn on US Bank only.)

Received by: _____ Date: _____ Amount Received \$ _____

Original to – National Office • **Copy to** – Chapter/Event • **Copy to** – Applicant (temporary membership card)

NAWCC Member Code of Ethical Conduct

The Board of Directors has adopted a Member Code of Ethical Conduct. This Code has been developed to provide a clear set of guidelines for ethical personal conduct in your daily horological pursuits, whether in business, attendance at NAWCC sponsored meetings and events, in personal contact with any member or non-member, or in correspondence or dialogue in any venue whether public or within the NAWCC.

What is the difference between ethics and conduct? Ethics is the discipline dealing with what is good and bad, and with moral duty and obligation. Conduct describes your actual interactions in society. The NAWCC cannot regulate or provide guidance regarding your ethics; however, by this Code it defines what is acceptable conduct.

This Code applies to every NAWCC member. Each of us represents the NAWCC when we say we are a member, and it is important that we all understand that if we wish to draw new members and retain current members, our Association has to maintain a good public and private reputation for honesty and integrity. We trust that this Code will help both you and the Association to enjoy the benefits that come from a trustworthy reputation.

Thank you for your attention. Should you have any question regarding any point of the Code, please contact a member of the Board for clarification or explanation.

—Board of Directors, NAWCC

NATIONAL ASSOCIATION OF WATCH AND CLOCK COLLECTORS, INC.

Member Code of Ethical Conduct—Adopted December 8, 2006.

Amended December 6, 2008; May 28, 2011

Preface

On joining or renewing membership with the National Association of Watch and Clock Collectors, Inc. (NAWCC), every member undertakes an obligation to uphold its purposes and to conduct oneself in an exemplary manner in the horological community. Acceptance and continuation of membership shall be conditional upon acceptance and adherence to the Articles of Incorporation, Bylaws, and Standing Rules of the NAWCC as may be amended from time to time, and this Member Code of Ethical Conduct (hereinafter known as the Code).

Every member is bound to adhere to this Code, which establishes the standards for ethical conduct for NAWCC member activities related to horology. The Code is founded on the principles of honesty, integrity, fairness, respect, courtesy and trust in interpersonal relationships, business transactions, publication of horological works, and interface with the public. It is intended for the Code to be recognized as a standard for the organized horological community.

Members' Responsibilities

A. General Conduct

1. Members shall conduct themselves in a way that brings no reproach or discredit to the NAWCC, any NAWCC Chapter, any other NAWCC member, any member of the public, or to themselves and in so doing shall abide by federal, state and local laws in the pursuit of their horological interests.
2. Members shall show respect to every individual and not engage in personal attacks of any kind against any other person or organization in any public forum, newsletter, Internet venue, chapter meeting, regional or national event, documentation or publication. For example, it is acceptable to debate issues and philosophies, but not the character of people or entities.
3. Members shall support the collection and preservation of horological items and knowledge, not engage in activities that encourage the loss of these to posterity, and shall take reasonable and proper care of all horological items in their possession.
4. Membership in the NAWCC does not constitute any representation or warranty by the NAWCC to such member or any other person. Members may use the NAWCC logo or name in a manner that reflects their status as a member, such as "Member, NAWCC". However, no NAWCC logo or name may be used for personal or monetary gain in any way.
5. Members shall report unethical conduct and violations of this Code to the NAWCC Ethics Committee as directed in Section D, Complaint Policy.
6. Members shall not allow others to use their badge or membership identification in any way, including but not limited to entrance to any NAWCC activity, listing of any horological merchandise on any NAWCC or other Internet venue, or access any NAWCC Internet venue that is reserved for members only.

B. Business Transactions

1. Members shall conduct all business transactions in an open, honest, and transparent manner, shall properly identify themselves, and shall:
 - a. Provide the buyer with all known information regarding any item offered for sale, trade or other purpose, clearly stating its condition and provenance and clearly identifying all known or suspected alterations, substitutions, or reproduction items;
 - b. Refuse to buy, trade, or sell horological items for which the ownership is questionable. Information on suspected stolen items shall be reported promptly to the proper law enforcement authorities;
 - c. Whether the buyer is present or cannot be present to personally inspect the item before the sale, provide a reasonable period of unconditional return in "as received condition" for all transactions with the buyer paying postage and insurance as may be required.

2. Members are prohibited from:

- a. Misrepresenting any form of payment for goods purchased, failing to pay for items sold in good faith, theft, or otherwise defrauding any other member, non-member, or entity;
 - b. Manufacturing and/or selling a counterfeit item as an original. The sale of such items being a criminal offense under Federal law, their presence for sale will not be tolerated at any NAWCC function;
 - c. Knowingly participate in any way in the advertisement, sale or trade of any horological items using deceptive practices such as false or misleading claims of scarcity, age, value, condition, investment potential, and misrepresentation of a sale when in fact no change of ownership occurred;
 - d. Knowingly selling, producing, or advertising reproduction or replica items in any form unless such items are clearly identified as reproductions or replicas.
 - e. Representing themselves as appraisers that are authorized, certified, or licensed by the NAWCC.
3. Members shall agree to read, understand, and abide by the Mart and Auction rules for all official NAWCC functions.
 4. When entrusted to repair horological items, members shall make a good faith effort to notify the owner of all work to be performed or parts requiring repair or replacement prior to starting work on the item.
 5. Only persons or members who have been officially verified by the NAWCC School of Horology regarding their watchmaking and/or clockmaking skills may represent themselves or their businesses in any way that implies the NAWCC has approved, sanctioned or otherwise certified their expertise and skills. However, the NAWCC provides NO warranty for goods and/or services offered by such persons or members. Further, participation in NAWCC Field Suitcase Workshops does NOT provide any degree of verification or certification.

C. Publications

1. Members preparing scholarly works, articles or other material for publication shall clearly document all source material and shall not engage in plagiarism. It is the responsibility of the author to correct errors in published articles. Such errors shall be corrected in future publications.
2. Should an author desire to use Copyrighted source material, it is his responsibility to secure permission for such use from the Copyright owner, warrant to NAWCC that such permission has been granted and that the proper form has been used in the credit line.
3. Members who hold positions of governance or authority in the NAWCC shall not receive any special consideration regarding publication of materials they may author.

D. Complaint Policy

1. Complaints can be initiated between members or by non-members against members. Complaints against non-members must be taken to civil authorities.
2. All complaints shall be initiated by a signed original statement submitted to the NAWCC, Inc., Attention: Ethics Committee Chair, 514 Poplar Street, Columbia, PA 17512-2130. Registered mail, return receipt requested is strongly recommended. Complaints submitted by E-mail, phone, fax, etc. will not be considered. The current Member Code Complaint procedure may be found on the NAWCC website at www.nawcc.org under Member Central > Member Resources > Member's Documents.
3. After reviewing a complaint the Ethics Committee may suspend or partially suspend member privileges (duration not to exceed six months) pending resolution of the matter, or decline action if it considers the complaint unwarranted. If the Ethics Committee declines to take action, the complainant may within 30 days appeal the decision in writing to the Board of Directors (Board): NAWCC, Inc., Attention: Secretary, Board of Directors, 514 Poplar Street, Columbia, PA 17512. Any Ethics Committee decision that is appealed to the Board shall be stayed until action is taken by the Board. unless section (D) (5) of the Code is implemented. All decisions of the Board are final.
4. Members agree that when deemed appropriate by the Ethics Committee, disputes may be resolved by binding arbitration.
5. The Board or their designees may temporarily impose penalties for obvious and/or flagrant violations of the Code during the time that the complaint process is underway.

BOARD OF DIRECTORS RESPONSIBILITIES

Member and Public Education, Code Maintenance, and Enforcement

- A. By approval of this Code, the Board directs the Executive Director to ensure that:
 1. All new members will receive a copy of the current Code in their membership package.
 2. The Code is prominently linked in the home page of the NAWCC web site, and is published at least annually in an NAWCC publication available to all members.
 3. All policies and procedures pertaining to the Code are easily accessible to all members and the general public, through electronic means and by mail.
- B. The Board shall ensure that the Code and all associated policies and procedures are reviewed at least bi-annually for the purpose of maintaining its relevance to the Association and its members.
- C. The Board shall approve policies and procedures to ensure that:
 1. A structure and procedures are in place to receive and address all complaints.
 2. All complaints that are registered receive prompt and unbiased handling.



National Association of
WATCH&CLOCK
 Collectors, Inc.

ESCORTED VISITOR POLICY

Approved April 30, 2006

The Board, being desirous of encouraging the general public to become familiar with NAWCC, its mission, and educational purposes, herewith establish the Escorted Visitor Policy for Regional and National Conventions.

SUMMARY

This policy will permit members of the general public to enter NAWCC Regional and National Convention Marts as Escorted Visitors, under the control of the event organizing committee. Each visitor will be identified, provided with educational and informational material, given an escorted tour of the Mart (no buying or selling permitted), and offered the opportunity of joining the NAWCC.

POLICY APPLICATION AND CONDITIONS

This policy will apply to all Regional and National Conventions. Each event organizing committee may adapt this policy to suit local conditions, using the following guidelines:

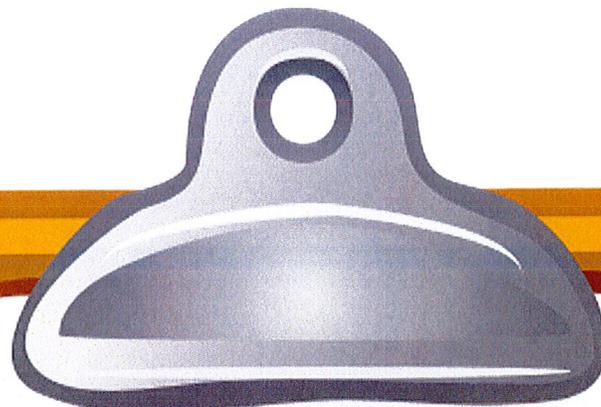
- Convention organizers are encouraged to publicize each event in local media, inviting the public to visit, attend educational programs, and participate in tours of the Mart. All publicity must clearly state that NAWCC membership is required for Mart buying and selling activities.
- No fee will be charged to such visitors.
- Visitors will be requested to sign in a visitor register, giving their name and mailing address. Each visitor will be provided a temporary identification badge, to be returned after the tour.
- Each visitor will be given promotional material that provides information about the NAWCC, its benefits, and its chapters. Such material shall include a membership application and will include other appropriate materials as available, such as copies of NAWCC publications, chapter newsletters, brochures about the Museum, Library, and School, etc.
- A Member volunteer designated by the organizing committee must escort all visitors for the tour of the Mart.
- Visitors are not permitted to participate in the buying and selling activities of the Mart, but will be given ample time to become familiar with its activities and benefits.
- Explanation of NAWCC activities will be provided during the tour and all visitors will be offered the opportunity to join NAWCC.
- Following each event, the organizing committee is encouraged to follow up with a thank you message sent to each visitor, to include information about local chapter meetings.

Entry of such visitors will be permitted only when accompanied by a designated Member volunteer tour guide, and the visitor must remain in the control of their guide. No time limits are required for the tour; each event committee may set up an appropriate program.

The visitor badges may be prepared in advance and handed out as each visitor signs in. No name is required on the badge, and the visitor will be asked to return the badge after the tour so it can be reused.



National Association of
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It has been observed that there are non-horological items at your table. NAWCC policy prohibits these items in all Regionals and National Convention mart rooms. Please remove all non-horological items as non-adherence to this policy could result in your loss of mart privileges.

Your co-operation is greatly appreciated.

NAWCC PROGRAM DISTRIBUTION AGREEMENT

This agreement is between the program copyright owner, herein after referred to as the **Owner**, and the National Association of Watch and Clock Collectors Inc., herein after referred to as the **NAWCC**.

The **Owner** hereby grants distribution rights to the **NAWCC** for the term of this agreement.

The **Owner** is: _____ **NAWCC # (or ref #):** _____

Owner's Address: _____

Phone: _____ Email: _____

Program Title: _____

The **Owner** hereby grants the **NAWCC** the following specific benefits and uses:

1. The program may be edited to add titles, copyright information, to eliminate duplication and/or sections, and to ensure that the program meets the needs of the NAWCC and its Lending Library.
2. The program will bear a copyright notice in the name of the copyright holder(s).
3. The **NAWCC** shall be free to convert all program material to that media or type that best satisfies the distribution and viewing needs of the NAWCC, this may include any or all of the following: analog, digital, CD, DVD, tape of any format, MP3 and MP4 formats, internet specific formats or any analog or digital format that becomes appropriate.
4. Should the **Owner** of the program desire a copy of the **NAWCC** released version, one copy shall be supplied free of charge.
5. The **NAWCC** may make additional copies for loan purposes including placing one or more copies in **NAWCC** authorized satellite program lending collections in the U.S. and foreign countries.
6. The **NAWCC** may place the program in its on-line library.
7. The program may be loaned out to **NAWCC** members and/or used for **NAWCC** functions including, but not limited to Chapter Meetings, Regional Meetings, and National Meetings or for viewing by members via internet viewing methods.
8. The **NAWCC** shall not authorize any borrower or user to copy the program or use it in any manner or purpose other than as defined herein without the explicit written approval of the **Owner**.
9. The owner permits the NAWCC to distribute the program to the public and may charge a fee. Any income realized will be used to further the educational programs of the NAWCC.

Circle: PERMITTED or NOT PERMITTED.

NAWCC PROGRAM DISTRIBUTION AGREEMENT

10. The NAWCC may promote the program in the *Watch & Clock Bulletin*, the *Mart & Highlights*, on the NAWCC website or by any other promotional program or event that benefits members or improves the awareness and use of the program.

The **Owner** hereby acknowledges and agrees that the use of the program is being donated and that no fee or payment will be paid to the **Owner** by either the **NAWCC** or any member or viewer. The **Owner** hereby releases the **NAWCC** from all claims for present or future compensation related to the program.

The **Owner** acknowledges that they are the rightful owner and copyright holder of the program and its contents, and that they have the right to sign this agreement.

The program, its contents, accuracy and any claims or views expressed in the program are those of the **Owner**. The **NAWCC** accepts no liability for loss or damage caused as a result of viewers or groups using or misusing the program and its contents or for recommendations or advice given by the **Owner** within the program contents.

The term of this agreement shall be unlimited in duration. Should the **Owner** wish to withdraw the program, the **Owner** must give the **NAWCC** a written notice of such withdrawal three (3) months in advance of such withdrawal date.

This agreement shall be binding upon both parties, their heirs, successors, assigns, executors, administrators, and personal representatives.

The undersigned hereby agrees to the terms of this agreement as of:

Date: _____

Owner: _____

Print Name: _____

Date: _____

NAWCC: _____

Print Name: _____

The National Association of Watch and Clock Collectors

514 Poplar Street, Columbia, PA 17512-2130

Temporary Exhibit Incoming Loan Form

Lender: Address: Contact:	Date: Phone: Fax: Email:	Loan Period: (maximum 30 days) Event: Location: Credit Line:
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Insurance: NAWCC Owner Waived (check one that applies)

Item #	Description Of Object	May be Operated	Insurance Value

(Please attach photographs if necessary.)

I have read and agree with the attached terms and conditions regarding this loan to the NAWCC.

Signature: _____ Date: _____

Owner Authorized Agent

Approved for the NAWCC by:

Representative: _____ Date: _____

Returned to Lender

Signature of Lender:

Date: _____

CONDITIONS GOVERNING LOANS

Care and Preservation

- 1.) The NAWCC Inc. (“National Association of Watch and Clock Collectors”) will give to objects borrowed the same care as it does comparable property of its own. Precautions will be taken to protect objects from theft; fire; mishandling while in the custody of the NAWCC. It is understood by the Lender and NAWCC that all tangible objects are subject to gradual inherent deterioration for which neither party is responsible.
- 2.) Evidence of damage at the time of receipt or while in the NAWCC’s custody will be reported immediately to the Lender.
- 3.) Objects on loan to the NAWCC will be displayed as is. There will be no alterations, restoration, or repair without the written consent of the Lender.
- 4.) Objects on loan will not be operated without the written consent of the Lender.
- 5.) The NAWCC retains the right to determine when, if, and for how long objects borrowed will be exhibited.

Insurance if by NAWCC

- 1.) Objects will be insured for the amount specified herein by the NAWCC under its “all risk” wall-to-wall policy subject to the following standard exclusions: wear and tear, gradual deterioration, insects, vermin or inherent vice; repairing, restoration or retouching process; hostile or warlike action, insurrection, rebellion, etc.; nuclear reaction, nuclear radiation or radioactive contamination.
- 2.) If the Lender elects to maintain his/her own insurance coverage, then prior to shipping, the NAWCC must be supplied with a certificate of insurance naming the NAWCC, Inc. as additional insured or waiving rights of subrogation. If the Lender fails to provide said certificate, this failure shall constitute a waiver of insurance by the Lender (see no. 3 below). The NAWCC shall not be responsible for any error or deficiency in information furnished by the Lender to the insurer or for the lapses in coverage.
- 3.) If insurance is waived by the Lender, this waiver shall constitute the agreement of the Lender to release and hold harmless the NAWCC from any liability for damage to or loss of the loan property.

Transportation and Packing if shipped

The Lender certifies that the objects lent are in such condition as to withstand ordinary strains of packaging and transportation and handling.

- 1.) Both parties must agree upon the method of shipment.
- 2.) Government regulations will be adhered to in international shipments. As a rule, the Lender is responsible for adhering to its country’s import/export requirements and the Borrower is responsible for adhering to its country’s import/export requirements.
- 3.) The Lender will assure that said objects are adequately and securely packed for the type of shipment agreed upon, including any special instructions for unpacking and repacking.

Reproduction and Credit

- 1.) Unless otherwise notified in writing by the Lender, the NAWCC may photograph or reproduce the objects lent for educational, catalog, and publicity purposes.
- 2.) Unless otherwise instructed in writing, the NAWCC will give credit to the Lender as specified on the face of this agreement in any publications. Whether individual labels are provided for objects on display is at the discretion of the NAWCC.

Return of Loans

- 1.) Unless otherwise agreed in writing, a loan terminates on the date specified on the face of this agreement.
- 2.) Objects will be returned only to the Lender-of-Record or to a location mutually agreed upon in writing by the NAWCC and the Lender-of-Record. In case of uncertainty, the NAWCC reserves the right to require a Lender/Claimant to establish title by proof satisfactory to the NAWCC.

Applicable Law

The agreement shall be construed in accordance with law of the Commonwealth of Pennsylvania.

PLEASE READ CAREFULLY BEFORE SIGNING THIS FORM

NATIONAL ASSOCIATION OF WATCH AND CLOCK COLLECTORS, INC.

**SAMPLE
REGISTRATION FORM**

Please print names as they should appear on badges.

Name(s) _____ NAWCC#: _____

Address _____

City _____ State _____ Zip _____

Additional Name(s) _____ NAWCC#: _____

Please check if you are a: National Officer _____ Director _____ Fellow _____
 Chapter President _____ Old Timer _____ Star Fellow _____

_____ Meeting, Mart, and Banquet @ \$ _____	\$ _____
_____ Meeting and Mart only @ \$ _____	\$ _____
_____ Meeting, Mart, and Banquet - Children under 15 @ \$ _____	\$ _____
_____ Mart Table(s) @ \$ _____	\$ _____
_____ 1/2 Mart Table @ \$ _____	\$ _____
_____ Tour @ \$ _____	\$ _____
_____ Saturday Only @ \$ _____	\$ _____

TOTAL \$ _____

Please make check payable to: _____ Name of Meeting _____

Mail to: _____ Pre-Registration Chairman's Name, Address and Phone Number _____

.....

DATE

AUCTION
ITEM #

BID

\$ _____

AUCTION TRANSACTION TICKET

ITEM DESCRIPTION _____

APPROXIMATE DATE OF MANUFACTURE _____

CONDITION _____

SELLER _____
(PRINT NAME)

BUYER _____
(PRINT NAME)

(BIDDER #)

SIGNATURE OF BUYER

White Copy - Clerk

Yellow Copy - Buyer

Pink Copy - Seller

