

Executive Director's Report May 2012

Membership

Fiscal Year starting May 1, 2011	May 2012	May 2011	YTD 2012	YTD 2011	
New Members	101	84	194	183	
Lapsed Members	(147)	(138)	(399)	(387)	
Net Gain (Loss)	(46)	(54)	(205)	(204)	
Twelve Month Comparison			5/31/2012	5/31/2011	Gain/(Loss) vs. prior yr.
Regular Members			15,392	16,141	(749) -4.6%
Family/Youth			1,000	1,082	(82) -7.6%
Life			236	240	(4) -1.7%
Contributory			151	142	9 6.3%
Business			257	226	23 13.7%
Total Members			17,036	17,831	(795) -4.5%
Budget Dues FY	\$80,590		\$162,560		
Actual Dues FY	\$83,716		\$164,946	\$166,786	(\$1,840) -1.1%
Difference	\$3,126		\$2,386		vs. budget > 1.5%

Fiscal year-to-date membership is down 205 (1.2 percent) compared to down 204 (1.1 percent) last year and down 310 (1.6 percent) the preceding year.

Finances - 2012 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
APRIL 2012	153,411	147,367	6,044	0	2,817	3,227
May 2012	162,135	191,509	(29,374)	0	0	(29,374)
YTD ACTUAL	315,546	338,876	(23,330)	0	2,817	(26,147)
YTD BUDGET	314,790	347,510	(32,720)	0	5,900	(38,620)
YTD VARIANCE	756	8,634	9,390	0	3,083	12,473

Income for the current year is 0.2 percent above budget, while expenses are less than budget by 2.5 percent. The net actual surplus is \$9,390 (2.7 percent) on the YTD expenses of \$338,876 before capital and transfers.

Investments

VALUE
May 31, 2012

Short-Term Investment Account*

NAWCC Investment Fund	499,063
Life Membership Fund	59,593
Library Acquisitions	13,181
Museum Acquisitions	56,608
Symposium Fund	13,815
Standard Investments	642,260

Long-Term Investment Account*

Heritage Fund	64,508
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Museum Endowment Fund	329,597
Museum & Library Investment Fund	682,412
Library & Research Center Endowment	95,384
School Endowment	173,293
Pritchard Fund	34,071
Midwest Scholarship Fund	42,354
Sub-total Long-Term Investments	<u>1,421,619</u>
Total Investments	<u><u>2,063,879</u></u>

*Consolidated Long-Term funds balance-Individual named account balances calculated.

The current values on investments reflect paper gains and losses due to market fluctuations. Because most of our fixed income investments are held to maturity, actual gains and losses will only occur at maturity or when an investment is sold.

Museum – Noel Poirier, Museum Director

The Museum’s admission revenue for May was \$4,693. Visitation for May was 1,038, including 37 NAWCC members (3.5 percent). NAWCC Store sales for May were \$18,003, including some significant Sherline tool orders. May 2012’s visitation was consistent with the month’s average visitation for the last five years. The Museum redeemed 122 Turkey Hill Experience Joint Tickets this month, representing 12.8 percent of visitation for the month. The Turkey Hill Joint Ticket and the Museum’s own Family Ticket are becoming an increasing percentage of the Museum’s overall visitation. In addition, and as a result of the Turkey Hill Experience marketing efforts, there are more bus tours on the Museum’s schedule for the summer.

The Museum’s online searchable collection database recorded 3,287 searches via the database’s website for the month—the most for any month since the database went live. The Museum continues working with the Bavarian National Museum to arrange for the repatriation of a clock. The Museum loaned objects to two off-site exhibits: (1) in New York City presenting the history of gunmetal watches, sponsored by FP Journe, and (2) the NAWCC North Coast Regional in May. The Gallet Guest Curator of Wristwatches Adam Harris has already completed evaluating and photographing the Museum’s wristwatch holdings, and he will begin to assist with the installation of the Enlisting Time exhibit.

The Museum opened 2012’s exhibit Time Out! on the role of timekeeping and sports on May 5. The Museum has continued to receive timepieces and objects from local veterans to be included in the upcoming Enlisting Time exhibit. The exhibit will have a number of personal timepieces from local World War II veterans. A summer intern will also be assisting with the exhibit’s installation.

The Museum staff continues to have discussions with FP Journe about the promotion of the NAWCC and the Museum’s mission and how it may be able to assist us. Museum staff will be represented at a Hamilton 120th anniversary event in New York City in June. Discussions with Hamilton will include continuing its support of the Museum after the 120th anniversary year ends. The Museum’s Hops ‘n’ Clocks fundraising event is planned for July 13, and this year more local breweries and eateries are taking part than in previous years.

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

For the first half of May we were very busy working with the students from Joe Cohen’s three appraisal classes. We led Library orientation sessions for each of the three classes to familiarize the students with the Library’s resources. We were also open until 8 o’clock several nights to make sure that the students had time to use the collections to work on their class assignments. Most of the students who were not already members joined the Association because they wanted to continue to have access to the Library. I also attended the clock appraisal and identification class and learned a great deal about identification and the terminology used in describing clocks.

One of our AARP employees, Fathy, has been working his way through the DVDs in the Program Committee collection and testing each one to make sure that the DVDs work and the discs have not been damaged. So far new copies have been made of several of the titles. Our goal is to minimize the number of members who receive faulty discs, which can be especially problematic when the disc is scheduled to be shown at a chapter meeting.

With the closing of the School, the Library will be losing a valuable resource. The School's faculty, especially Al Dodson and Jim Michaels, have always been willing to help us in answering email questions and working with members and other Museum patrons who visit the Library. We will miss them terribly.

Education/Volunteers – Katie Knaub, Education Director

We completed the installation of the Time Out! Exhibit and met with several local reporters who were doing feature stories on the Time Out! exhibit. We began working on the expansion of the workshops offered at the Columbia facilities since the closing of the School of Horology. We have an instructor for the watch workshops and an instructor for several workshops related to case/dial conservation/restoration. We are working with these instructors to get descriptions, fees, and dates for workshops in the upcoming fall/spring. We are still seeking an instructor for clock workshops.

We set up the online registration process for the British Horology Chapter dues. We spent time preparing the materials for the three appraisal workshops and handling issues that came up during the workshops (i.e., instructor sudden illness) and continued to process registrations for other weekend workshops.

We completed the School of Horology exit counseling required with the three students who had received federal student aid for the 2011-12 school year.

Volunteers - Our summer intern in the exhibits area started this month. We had a high school student who needed community service hours completed his 55 hours with us by assisting in preparing the *Keystone* files for uploading to the website for member use. We had three new volunteers begin their training to be Museum guides. Total Volunteer Hours for May: 594

Public Programs - We held the Derby Day event in conjunction with the opening of the Time Out! exhibit with 70 people attending. We attended the York Revolution Baseball game on Education Day to promote the Museum to area school groups in attendance at the game. We prepared material for the summer's Make 'n' Take clock program for kids on Mondays.

Publications - Diana DeLuca, Editor

Watch & Clock Bulletin - The July *W&C Bulletin* was sent to the press on Friday, May 25. The July issue features eight articles, and all regular features are represented except Bruce Shawkey's Wristwatches column. For only the second time since 2000 both covers are devoted to one topic, which for July is watches featured in the McIntyre/Joyner Waltham Model 1870 article. This issue includes a donor listing and a listing of members in the John Harrison Society and the 1943 Heritage Society. Sadly, this issue features In Memoriams for two prolific and wonderful author/contributors, Doug Stevenson and Ed Sowers. Articles for future *Bulletins* continue to be received, reviewed and peer reviewed, and processed.

MART & Highlights - Custom emails, three Constant Contact group emails targeting different groups, and letters were sent to past advertisers—regionals, auction houses, dealers, and members—to encourage advertising in the July issue.

One group receiving email is potential advertisers—dealers and auctioneers. This has become a routine task and the list continues to grow; email addresses are added from other periodicals and online research. Each publication cycle this email is revised to include a new featured item from the Museum.

Our advertising swaps with the BHI, the AWCI, *Clocks Magazine*, and the AHS continue in the July issue.

Seventeen *Mart & Highlights* media kits were mailed to new business members.

Book Projects - The Ed Sowers' repair compilation and the Balcomb clock book took a backseat this month to other tasks, most involving updates to nawcc.org.

Web Projects - Additions continued to the Watchdig database; we are still inputting the new watches at Baselworld 2012.

Processing was ongoing for Adam Harris's Watchdig content. Adam is creating one post each day, and a separate section of Watchdig will be created to house his content, with a link from the home page.

A new nawcc.org design was created in preparation for the Joomla software update. The advertising section for the *Mart & Highlights* was refreshed.

Other Projects - A homeschool advertisement was created for local media. A Hops 'n' Clocks flyer and other material were designed. A "donor banner" was created for the National Convention donor reception. Hugh Dougherty accompanied Noel Poirier to Manhattan for a Journe Watch Company exhibit opening and discussion.

Information Services – Kevin Osborne, IS Director

Websites - After some bumpy starts we are finally running our websites on one server while handling all the Databases and the MySQL engine on the other server. Our next steps will be to upgrade Joomla and our main website.

Hardware/Software - We have moved all the network users and major folders over to the new office file and print server here in Columbia. We need to reinstall programs on the new server that are currently still running on the old server. Once this is finished, we will be ready to decommission the old server.

Our license for our CA antivirus and antimalware was up for renewal. We were able to renew it and upgrade to version 12 from version 8. We were also able to add antispam and bundle them all together with a three-year license, which essentially gave us one full year for free over the cost of renewing year by year. We upgraded all the office PCs with the new version of CA R12 AntiVirus and AntiMalware.

We set up VPN and wireless on the new firewall.

We purchased Microsoft Sequel Server for the iMIS upgrade. We have also purchased Server 2008 for the .net server the Sequel Server. These were purchased for a fraction of their market cost by buying them from TechSoup.org.

We worked together with the Executive Director to locate a new iMIS vendor. We signed an agreement with this new vendor to upgrade iMIS at almost a third the cost of upgrading with our current vendor.

Communications – Markus Harris, Communications Director

Communications edited and maintained NAWCC websites and online resources. Printed, mailed, and invoiced newsletters for Chapters 134, 89, 1, and 11. Sent various email newsletters and targeted Constant Contact mailings on multiple topics, including event notices and support for the Pasadena National Convention and other regional events. Communications also mailed promotional materials to chapters in support of chapter events, wrote and sent press releases for May Calendar of Events, June Calendar of Events, Blue Star Museums, Lee Davis – Stenciling on Glass, Make 'n' Take Workshops (Flying Time), and Hops 'n' Clocks. Web team continued to work on website upgrade. Communications Director worked with multiple chapters to create new microsites for the Community site, researched and formatted the June edition of *eHappenings*, and provided customer service advice to members via Web and telephone.

Communications also sent out a Constant Contact email blast to area members to promote the Hops 'n' Clocks event, finalized and printed list of Hops 'n' Clocks participants (11 breweries and 9 food vendors), coordinated final details for Kentucky Derby/Time Out! opening, researched and created media mailing list for Save the Date Hamilton opening, handled final details for Board dinners at National Convention (including one cancellation), called area businesses for door prizes for Employee picnic, and arranged for pickup and mailing of coordinated Education and Publications promotional pieces for Hops 'n' Clocks.

Events team arranged final details for School Graduation dinner. Communications printed poster, menu, sign-up sheets, and email blast announcing the annual picnic event.

School of Horology – Jim Michaels, School Director

Classes continued for the month of May with W-1100: Business and Repair Problems and C-1100: Miscellaneous Clock Movements and C-1200: Advanced Clock Repair. The diploma programs ended with the graduation ceremonies on May 31.

The SOH service center also closed on May 31, although we will accommodate any warranty issues through March 31 of 2013. Repair receipts for May were \$1,567.

School Director Jim Michaels' last day was June 1, while lead clock instructor Al Dodson and registrar Jennifer Adams finished with their duties on June 8.

Facilities – Chuck Auman, Controller

In May we replaced the four motors and fans for the air-conditioning chiller units; while the sound reduction stacks were on the ground, we painted the top frame to reduce corrosion. The insurance claim was approved for wind damage to the roof. The wind had pulled the rubber roof membrane from the underlayment. I have an estimate to just replace the damaged roof section for \$24K or replace that complete section of the roof for \$50K.

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

The part-time maintenance person is cutting the grass and trimming the many bushes around the properties.

Development – Steve Humphrey, Executive Director

Regular donations total \$60,567 YTD versus \$22,212 for the previous year. In-kind donations total \$3,700 versus \$264 last year. In-kind donations do not include items donated for which the value is not determined. A \$31,250 distribution was received from the estate of Betty R. Deroski. Two \$1,000 gifts were received: one for the Symposium fund and one for the area of greatest need.

The Novis Group completed all interviews for feedback on the Case Statement draft. The Campaign Assessment Summary Report was received and forwarded to the Board for their review as part of the assessment for a potential capital and endowment campaign.

May chapter contributions: San Diego Chapter 59, \$50 in memory of Michael Rant.

Admin/Other

I worked with our Education Director on a schedule of beginner, intermediate, and advanced short-term classes for watch education. An instructor has been lined up and courses will begin in the fall. A similar set of courses for clock education will be put into place once an instructor can be found. Time was also spent in preparation for discontinuing the School diploma programs.

I spoke at the Lancaster Sertoma Club, met with the new vendor for the upgrade of our Association management software, met with David Dunn, chair of the Museum Collections Committee, and attended an event and exhibit sponsored by F.P. Journe at the Forbes Galleries in New York City.

A good bit of the month was occupied with continuing work on the budget and preparations for the semiannual Board meeting to be held at the National Convention in Pasadena, CA.

J. Steven Humphrey, Exec. Dir. 6/19/12