

Executive Director's Report June 2013

MEMBERSHIP

Fiscal Year starting April 1, 2013	June 2013	June 2012	FYTD 2014	FYTD 2013		
New Members	51	111	236	305		
Lapsed Members	(170)	(171)	(561)	(450)		
Net Gain (Loss)	-119	60	(325)	(145)		
Twelve Month Comparison			6/30/2013	6/30/2012	Gain/(Loss) vs. prior yr.	
Regular Members			14,403	15,455	(1,052)	-6.8%
Family/Youth			852	992	(140)	-14.1%
Life			235	236	(1)	-0.4%
Contributory			152	150	2	1.3%
Business			243	263	(20)	-7.6%
Total Members			15,885	17,096	(1,211)	-7.1%
Budget Dues FY	\$91,863		\$281,303			
Actual Dues FY	\$79,175		\$266,429	\$254,039	\$12,390	4.9%
Difference	(\$12,688)		(\$14,874)		vs. budget >	-5.3%

Fiscal year-to-date membership is down 325 (2.0 percent) compared to down 145 (0.8 percent) last year and down 181 (1.0 percent) the preceding year.

FINANCES - 2014 Operating Funds

	Income	Expenses	Net Inc/Exp
Apr'13	148,486	130,816	17,670
May'13	158,238	160,871	(2,633)
Jun'13	116,212	129,727	(13,515)
YTD ACTUAL	422,936	421,414	1,522
YTD BUDGET	436,105	437,377	(1,272)
YTD VARIANCE	(13,169)	15,963	2,794

Income for the current year is 3.0 percent below budget, while expenses are less than budget by 3.7 percent. The net actual net income is -\$1,522 (-.03 percent) on the YTD expenses of \$424,414 before capital and transfers.

INVESTMENTS

	VALUE 6/30/2013	VALUE 6/30/2012	Increase (Decrease)
Short-Term Investment Funds			
NAWCC Investment Fund	484,481	501,770	(17,289)
Life Membership Fund	39,672	59,916	(20,244)
Library Acquisitions	6,349	11,821	(5,472)
Museum Acquisitions	60,994	56,915	4,079
Symposium Fund	17,459	13,889	3,570
Sub-total Short-Term Funds	608,955	644,311	(35,356)

Long-Term Investment Funds

Heritage Fund	150,316	35,868	114,448
Museum Endowment Fund	372,665	342,931	29,734
Museum & Library Institutional Fund	762,704	710,020	52,684
Library & Research Center Endowment	108,803	99,193	9,610
School Endowment	193,541	180,304	13,237
NAWCC Endowment	2,651	0	2,651
Midwest Scholarship Fund	39,745	35,450	4,295
Pritchard Fund	49,407	44,068	5,339
Sub-total Long-Term Funds	<u>1,679,832</u>	<u>1,447,834</u>	<u>231,998</u>
Total Investment Funds	<u>2,288,787</u>	<u>2,092,145</u>	<u>196,642</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 the quarter was \$13,416. Visitation for the quarter was 3,453, including 106 NAWCC members (3.0 percent). NAWCC Store sales for the quarter were \$14,532. Visitation for the quarter was consistent with past years for the same period. The Museum redeemed 335 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 10 percent of visitation for the quarter.

The Museum Director is drafting a formal security policy for the Museum and policies addressing access to the Library archival collection and the creation of a collection plan for the Library & Archives. Adam Harris will begin his tenure as the Gallet Guest Curator of Wristwatches on September 1, 2013. He will spend three months at the Museum where he will create a new exhibit on the history of the wristwatch. The Museum recently updated the PastPerfect Online Collection Database. This update represented the first time that the number of images exceeded the number of objects. When the online interface began, the collection database had fewer than 6,500 images. The current database has more than 12,000 images that provide considerably more virtual access to the Museum collection for members and the public.

The Museum opened a new special exhibit on the history of the alarm clock during our annual Wine & Chimes fund-raiser. The Museum Director also has been working with organizers of the 2013 Symposium on the possibility of the Symposium exhibit being presented at the National Watch & Clock Museum later this year. The Museum staff, with assistance from interns, began the planning process for 2014’s exhibit on Mystery Clocks. During this quarter, the Museum Director began working with staff on the beginning phases of a reinterpretation of the Museum collection, stories, etc.

The Museum has several interns this summer, and in this quarter they began a number of projects. In addition to the Mystery Clock exhibit mentioned above, other projects include the creation of an online version of the Wake Up alarm clock exhibit, a redesign of the Museum’s online virtual tour, and the creation of a blog for interns to write about their weekly experiences here at the Museum. The Museum has also been accepted to take part in the Google Arts Project, which will allow online visitors to “walk” through the Museum and explore some highlighted objects. Al Dodson is assisting with the creation of material to populate the Google Arts Project on the Museum’s behalf.

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

In May we welcomed our two summer interns, Jordan and Sarah, who are helping us process and create finding aids for our archival collection. For each collection they work on, they number each page, folder, and box, to ensure that the collections can be easily accessed by researchers. A finding aid will be created for

each collection, detailing the provenance and contents and cataloged in PastPerfect. This will allow us to make searchable records available on the website. Jordan and Sarah have both written about the process on the Museum's new blog.

At the beginning of June we held a Clock & Watch Evaluation Day and invited non-members to bring in their watches and clocks. For a \$10 donation two clock and watch experts, James Campbell and Don Dahlberg, were on hand to identify timepieces and give a little history about the companies and individuals who made them. Sixteen individuals and groups brought about 30 clocks and watches. We also had an online component that gave those who could not attend an opportunity to participate. For a \$10 donation—a discount from the usual \$20 fee—non-members could send us pictures of their watches and clocks to be identified. We had five participants in the online Evaluation Day.

We also added the Hamilton Watch Company *Timely Topics* to the resources available on our website. Thanks to the hard work of our newest library assistant from the AARP WorkSearch Program, Jackie Sternberg, and the IT interns, the Library's entire holdings of the company newsletters are now available to read online.

April-June 2013 by the Numbers

Lending Library Activity

Total materials checked out -	718
Loans through mail -	225
Loans in house -	493
Programs borrowed for Chapter use -	10
OPAC searches	2,769

Material Types

VCR, DVD & Microfilm Loans -	240
Books and NAWCC Bulletins -	478

Total Number of Visitors -	332
Students -	75
Non-members -	145
Members -	112

Fulfilled Research Questions –	453
Paid Non-members -	41

Library Processing Statistics

Acquisitions:	93
Donations:	347
Cataloged Items:	306

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We assisted in the installation of the alarm clock exhibit in April. We worked with our Museum interns to get them started on their individual projects for their summer internships. We reviewed the travel trunk program because we have had several requests for the travel trunks during the summer season by area libraries and day camps.

NAWCC Workshops/Webinars

We held 11 workshops during this quarter. We met with our instructors to schedule additional/new topics workshops for the summer/fall. We coordinated the handout materials for students, supply purchasing, room setups, and building opening and closing for the instructors. We also worked with the marketing staff to coordinate some ads in related publications to see if advertising in these publications will help increase our

student attendance. We also held the remaining five-part series on assembling a Vienna Regulator done via webinar and given by Stephen Nelson. The average attendance at these Saturday webinars was about 85, and attendees were very enthusiastic about this form of learning (even with the technical streaming video issues we had at the beginning of the series). We also hosted our first Meet the Author webinar with Gregory Gorton; although it was a much smaller audience, the questions and participation by those attending were great. We are continuing to explore other technologies to host/offer online learning for both members and non-members with the assistance of the Education/Program committees.

Education Attendance

April-June 2013:	Museum Education programs: 92	2014 FY total: 92
	Library Pass Participants: 168	Museum Guides Sold: 82
	NAWCC Workshops: 70	2014 FY total: 70

Volunteer Program

We have five new volunteers: three in Education (one youth), one in the Museum Store (youth), and one in the Library. We have a new AARP Senior worker who started with us in June. We have a happy abundance of college interns this summer: one in Publications working on WatchDig, three computer science working on a variety of tech/Web issues for us, one working in the archives, one focused on Museum education, and one researching future Museum exhibit topics. The interns have been documenting their weeks on our Museum blog-<http://national-watch-and-clock-museum.blogspot.com/>. Total Volunteer Hours for Second Quarter: 1,578

Public Programs

We held the Wine and Chimes event (sold out) in conjunction with the opening of the alarm clock exhibit. We also held a Civil War Ball in conjunction with the area's commemoration of the 150th anniversary of the Battle of Gettysburg and Columbia happenings in the Civil War and our special exhibit Enlisting Time. We participated in the York Revolution's Baseball in Education Day in May. Our summer Museum education intern is also coordinating and running our Monday-Make and Take program for families. Public Program/Events Second Quarter: 12 (not including Civil War Ball and Wine and Chimes)

PUBLICATIONS - Diana DeLuca, Editor

Periodicals – *Watch & Clock Bulletin*

The May issue, described in the last quarterly report, was mailed the week of April 22. The July issue was mailed the week of June 21. The July issue included the third of four articles by Owen Burt on Durfee clocks, and two Durfee clocks owned by David Warner were featured on the cover. The July issue is the annual donor recognition issue for the preceding fiscal year. The September issue was planned and constructed in June and includes the Annual State of the Association, ten member-submitted articles, and the usual features with the exception of Research Activities and News, which will return in the November issue. New articles continue to be received, peer reviewed, and processed.

Periodicals – *Mart & Highlights*

Revenue for the May and July 2013 *Mart & Highlights* is shown below.

Issue Number	Issue Date	Revenue per Issue
371	May-13	\$19,882.80
372	Jul-13	\$23,087.65

Promotional emails, via Constant Contact and personalized emails, continue with each *Mart & Highlights* cycle. We are also contacting non-member auction houses and dealers on a two-month cycle and plan to begin a more aggressive phone/postcard campaign to likely advertisers in the coming weeks.

Special Publications

Indexing is in process on Phil Samponaro's Bristol clockmakers book, a compilation of the five-article series published in 2012.

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

E-media

Watchdig.org is being updated now on a regular schedule. Our summer intern is contributing member interviews. Bruce Shawkey is currently featured. We also have a regular blogger from England contributing: Stephanie Potter. Adam Harris is also a regular contributor.

A template design was created for the new nawcc.org. Training in Joomla 2.5 is ongoing using Lynda.com online tutorials. Support for other departments is ongoing with regard to the new layout and module development.

Publications staff pushed for more staff involvement with the NAWCC Facebook page, available [here](#). A weekly posting schedule was agreed upon with other departments.

Constant Contact email "blasts" were redesigned for various purposes and departments. The Publications Department created the June *eHappenings* using the new design.

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

Other Activities and Support Materials

Copyediting and proofing continue on all marketing material. Posters, signage, buttons, and postcards were created for the National Convention. A local Visitor's Guide ad, Museum education flyers, and Hops 'n Clocks posters were created. The in-house donor posters were updated.

Our new employee Carol Spencer Morris spent most of her time in June working on the endowment/capital campaign case statement package for prospective donors. Others in the department have also provided support for this project, which is expected to conclude by the end of July.

INFORMATION SERVICES – Kevin Osborne, IS Director

iMIS Association Management Software

The Join process is installed on the live website and is ready to go except for one or two small glitches that we should have worked out soon.

Websites

With the generous donation from Chapter 60, we purchased a server to replace the three servers that handle our websites. These servers are almost seven years old and have nowhere near the processing power that we should be using, hence the purchase of a new server. We installed the Linux operating system Centos on the new server as well as cPanel. This software will allow us to migrate most of the websites we have, in a smooth and reliable way. We have already migrated the old School site (Horology.edu) to the new server with no issues. We plan to move the remaining websites one at a time to minimize downtime.

We replaced a failing hard drive (for a very reasonable cost - \$50) on the Watchdig server and will be replacing another failing hard drive on the NAWCC webserver.

Local Network

We switched our Internet provider to Comcast. They also now handle our phone lines. The cutover went very smoothly, and the only interruption to service was when our previous Internet provider (Windstream) cut off Internet connection prematurely.

This move has dropped our costs approximately \$200 per month. Originally, we were thinking of moving the webservers locally to save additional monies but have decided to leave them at the co-location site. They will be more secure there and have 24/7 power and Internet connectivity backup. The connection speed and bandwidth at the co-location site is also much better than we could achieve locally.

We also received another three servers donated to us by another non-profit. I will put them into use as the need arises.

We purchased and installed a server cabinet at the School. This cabinet now houses the off-site Backup Server and the switch that handles all the network traffic for the school building.

We replaced the WiFi in the Library with a WiFi device with a stronger signal.

PC and Print Equipment

We relocated a color laser printer to the Museum Curator's office. With the installation of the color copier in the Library last year, the color laser printer was not being used. This allows the Curator to print the labels for the exhibits in a reliable and consistent color (along with other documents) and puts the printer back in use.

Museum and Library

We installed a new camera at the front entrance to the Museum. This camera covers the front parking lot all the way up to the entrance to the Museum lobby.

We have added 25 additional Museum videos to the website.

Computer Interns

This summer we have had the opportunity to host three interns in the IT Department, and they are doing a super job! Among the projects they have completed are the following:

Created a new Business Member database and imported all the current data into it.

Created a new database to keep track of memorial and honor gifts.

Created a new database to honor members who have passed away.

Configured all the scanned PDFs of the *Keystone Magazine* so they are searchable and load progressively. These have all been uploaded and are available for viewing by clicking on the Resources link on the home page, select the *Keystone Magazine*.

Configured all the scanned PDFs of Hamilton's *Timely Topics* so they are searchable; these also have been uploaded to the website and can be found in the Resources list.

Updated and replaced all the QR codes we had set up on the Museum.

Created Web files for the Alarm Clock exhibit.

Currently, they are updating the online Museum Exhibit listing.

COMMUNICATIONS – Markus Harris, Communications Director

The Communications Department continued to update and maintain NAWCC websites and online resources; meanwhile, the upgrade continues with new website functionality design on the NAWCC site completed. Communications Director Markus Harris designed and sent multiple email newsletters and targeted Constant Contact mailings on numerous topics, including event notices and support for chapter meetings, BOD announcements, and local and regional events; the eNewsletter structure is being overhauled, and additional new template designs have been added to increase visibility and function. Communications also mailed promotional materials to chapters in support of chapter events, writing and distributing press releases for our May Calendar of Events, Civil War Ball, American Alliance of Museums Accreditation, Watch and Clock Evaluation Day, Award for Certificate of Excellence, Free Admission to Military, June Calendar of Events, Hops 'n' Clocks, Make and Take, Volunteer of the Year, Timely Topics, and the July Calendar of Events. Meanwhile, the Web team has finalized a new design for the primary website at nawcc.org, simplified with the intention of making it easier to use (while retaining full functionality), which is being set up by the Communications Director. Communications Director Harris also continued to work

with chapters to develop and maintain their website presence via the Community software system. The online e-zine *eHappenings* was completely redesigned, and the April and June editions were compiled and distributed. As usual, extensive customer service advice was provided to members via Web and telephone. Kim Craven set up a new multifunctional Excel spreadsheet for all active media contacts.

Communications coordinated marketing for Wine & Chimes, overseeing the 4th Annual Wine & Chimes Museum event—a sold-out crowd three years running. The department formatted, printed, mailed, and invoiced various chapter newsletters, mailing promotional materials to assorted chapters. Kim Craven worked extensively with radio media sponsor 101 the Rose in support of our events, securing additional publicity for opening of Wake Up! and Wine & Chimes with WITF Radio, 92.7 WKZF Radio, and Lancaster and York newspapers, and meeting with WGAL to discuss advertising and marketing options for Museum and set up upcoming events with Lancaster History.org. Communications also promoted school workshops via Home Shop Machinist and formalized the 2014 schedule for events with the SVVC. In conjunction with the events team, Communications contacted area VFWs and American Legions to promote the Civil War Ball, coordinated catering arrangements for the National Convention, including the Donor Reception and Board dinner. Communications also oversaw the Hops 'n' Clocks promotion schedule, collaborated in creating the Homeschool ad, and confirmed arrangements for the Christmas Tea event. Produced and posted Civil War Ball and Hops 'n' Clocks promotional material events on websites and at area market hubs and helped coordinate (with events team) the Civil War Ball event, as well as organizing and running the annual staff picnic.

FACILITIES – Chuck Auman, Controller

After several months of weather delays and scheduling differences, the insurance adjustor and the roof contractor have settled their pricing differences. The roof repairs finally began on July 8. It has rained every day since the roof contractor started. I am hoping to have the four sections of the roof repair completed during July.

We continue to have breakdowns with the air-conditioning units. Both units needed to have refrigerant leaks repaired and refilled to provide air conditioning. The other heat and air-conditioning units are currently working correctly.

I completed the annual waste removal report for the Columbia Borough. We scheduled the rented house inspection in July to meet the rental code compliance for the borough.

We continue to do building improvement such as painting and minor repairs. We assist other employees with moving and storage of file boxes. We had our first skid of recycled paper, with more than 1,000 pounds of paper, picked up.

DEVELOPMENT – Steve Humphrey, Executive Director

	FY2014	FY2013	FY2012
Unrestricted Contributions	\$20,451	\$16,286	\$16,698
Restricted Contributions	\$18,894	\$151,171	\$19,461
Endowment Contributions	\$0	\$51	\$1
Total Contributions	\$39,345	\$167,508	\$36,160

The first quarter was more than 25 percent ahead of the last two years in unrestricted contributions. January to March chapter contributions:

Chicagoland Chap 3	250	Vehicle Signs
Buckeye Chap 23	1,500	Unrestricted
Buckeye Chap 23	250	Donor Reception
Buckeye Chap 23	500	Library
Heart Of America Chap 36	250	Vehicle Signs

Magnolia Chap 41	50	Memorial Gift
Inland Empire Chap 53	50	Unrestricted
Inland Empire Chap 53	50	Museum
Florida Gold Coast Chap 60	50	Unrestricted
Jean Ribault Chap 68	200	Publications
Watauga Valley Chap 162	175	Memorial Gift
New York Chap 2	250	Memorial Gift
Florida Gold Coast Chap 60	6,100	Computer Server
Queen City Timekeepers Chap 167	200	Memorial Gift

Other gifts of note include \$250 from Donegal Optical and \$250 from Shawnee Woodwork for the donor reception at the National Convention; \$2,234 from the Lubrizol Foundation to match an earlier gift from Frank Del Greco for the HVAC study; and \$3,750 for the Enlisting Time exhibit and \$5,000 toward other exhibits from the Gallet Watch Company. A grant of \$6,121 was received from the Commonwealth of Pennsylvania to support Museum operations. In-kind donations of clocks, watches, contributions to the Crafts Committee, and software were realized from Andy Dervan, Matthew Fletcher, James Gilmore, and Tom McIntyre.

We continue to work on the development of the Time For All, 75th Anniversary Endowment and Capital Campaign. Interviews were conducted for a part-time campaign coordinator; work was started on the case statement; and Jim Hackney, our fund counsel, continued to interview members, visit several regionals, and prepare the campaign plan.

ADMIN/OTHER

The HVAC study by Barton Associates was completed early in the quarter and has been used to update our capital plans. Work was completed with the Nominating and Elections Committee for this year’s elections and appointments to the Board and Nominating and Elections Committee. Time was spent with the issue of chapters that had just been recognized as part of the group exemption receiving revocation letters from the IRS. U.S. Senator Robert Casey’s office is assisting with addressing this matter. The updates of the 4Sale\$NAWCC website and the nawcc.org websites required a number of meetings for input and oversight. In conjunction with Education Director Katie Knaub, services were obtained for hosting webinars, and several webinars were piloted. Advice and assistance were provided to the 2013 Ward Francillon Symposium. Preparation for the National Convention and the accompanying Board meeting took a good amount of time in the latter part of June.

J. Steven Humphrey, Exec. Dir. 7/15/13