

Executive Director's Report September 2014

MEMBERSHIP

Fiscal Year starting April 1, 2014	September 2014	September 2013	FYTD 2015	FYTD 2014		
New Members	86	57	519	453		
Lapsed Members	(99)	(169)	(959)	(1,157)		
Net Gain (Loss)	(13)	(112)	(440)	(704)		
Twelve Month Comparison			9/30/2014	9/30/2013	Gain/(Loss) vs. prior yr.	
Regular Members			13,307	14,044	(737)	-5.3%
Associate/Youth			797	840	(43)	-5.1%
Life			231	235	(4)	-1.7%
Contributory			148	149	(1)	-0.7%
Business			243	238	5	2.1%
Total Members			14,726	15,506	(780)	-5.0%
Budget Dues FY	\$74,320		\$511,340			
Actual Dues FY	\$87,822		\$519,001	\$524,273	\$5,272	-1.0%
Difference	\$13,502		\$7,661		vs. budget >	1.5%

Fiscal year-to-date membership is down 440 (2.9 percent) compared to down 704 (4.3 percent) last year, and down 430 (2.5 percent) the preceding year.

FINANCES - 2014 Operating Funds

	Income	Expenses	Net Inc/Exp
First Quarter FY'15	412,535	443,992	(31,457)
July 2014	160,430	178,428	(17,998)
August 2014	146,949	129,066	17,883
September 2014	163,376	165,732	(2,356)
YTD ACTUAL	883,290	917,218	(33,928)
YTD BUDGET	867,725	914,440	(46,715)
YTD VARIANCE	15,565	(2,778)	12,787

Current year income is 1.8 percent above budget, while expenses are over budget by 0.3 percent. The actual net income is -\$33,928 (-3.7 percent) on the YTD expenses of \$914,440 before capital and transfers. The net is better than budgeted by \$12,787.

INVESTMENTS

	3/31/2014 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	9/30/2014 Value
Short-Term Investment Funds					
NAWCC Investment Fund	436,377	1,502	(7,250)	3,238	433,867
Library Acquisitions	7,692	2,050	(4,953)	46	4,835
Museum Acquisitions	29,462	825	(7,418)	203	23,072
Symposium Fund	37,157	25	(4,732)	261	32,711
Subtotal Short-Term Funds	510,688	4,402	(24,353)	3,748	494,485

	3/31/2014 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	9/30/2014 Value
Long-Term Investment Funds					
Heritage Fund	175,715	8,333	(102,709)	11,868	93,207
Museum & Library Institutional Fund	806,259	5,544	(24,046)	33,135	820,892
Museum Endowment Fund	398,285	4,449	(7,530)	14,302	409,506
Library & Research Center Endowment	115,815	1,512	(2,239)	4,737	119,825
School Endowment/Education	224,475	0	(4,413)	9,239	229,301
NAWCC Endowment	56,979	5,909	(1,020)	4,296	66,164
Midwest Scholarship Fund	36,186	0	(9,690)	1,202	27,698
Pritchard Fund	52,847	0	(236)	2,176	54,787
Sub-total Long-Term Funds	1,866,561	25,747	(151,883)	80,955	1,821,380
Total Investment Funds	2,377,249	30,149	(176,236)	84,703	2,315,865

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

The current values on investments reflect paper gains and losses due to market fluctuations. 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 \$22,861. Visitation for the quarter was 4,922, including 144 NAWCC Members (2.9 percent). Quarterly visitation was very robust and included a large number of group tours. NAWCC Store sales for the quarter were \$21,288 and included some Sherline tool sales. The Museum redeemed 1,057 Turkey Hill Experience joint tickets this quarter. Joint tickets represented an average of 21 percent of visitation for the quarter.

The Museum’s new point-of-sale software has been working for the last few months, with a continued issue relating to credit card processing. We continue to work with the software support team to troubleshoot this issue. The new online store module has been more problematic, and we are working closely with the ecommerce support staff to work out all the bugs. We hope to have the new storefront live shortly. We are currently working out issues with uploading products, shipping options, and credit card processing.

Museum Curator Carter Harris, after 16 years of service, announced his retirement in August. The Museum began a search for a replacement in September by advertising the position on a number of Museum job boards and websites. Through the end of September, the Museum had received more than 45 applicants for the position. Phone interviews were conducted with 12 candidates at the end of September. From those, four were selected for onsite interviews in October. We anticipate filling the Museum Curator position by the beginning of December.

The Museum installed the Jonathan Eberman tower clock movement in the Museum rotunda. The display stand was constructed by a local firm, Lancaster County Timber Framers, and a substantial amount of the funding for the stand was provided by the Steinman Foundation of Lancaster, PA. Additional assistance on the display of the clock was provided by the NAWCC Tower Clock Chapter and members Frank Del Greco and Tom Borkowski. The Museum also took possession of the personal collection of time recorder clocks donated by the past CEO of the Simplex Time Recorder Company. The Museum hosted an event by RGM Watches that unveiled the latest RGM watch, inspired by a watch in the Museum collection. Attendees at the event donated over \$2,000 to the Museum.

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

After a year and over 350 hours of work, the Christopher St. J. H. Daniel Collection is finished. Thanks to a generous donation from the Old Timers Chapter, we were able to offer an internship with a small stipend to Lynn Schuessler, who was the archivist for this project. The Old Timers made another donation this year, and we have asked Lynn to continue as an intern. Her next task will be to rehouse and process our Hamilton collection, which will be a much larger undertaking.

In August the NAWCC held its annual staff and volunteer picnic at which we honored all of the volunteers who work with us. We are very grateful for all the Library's volunteers who donate their time and talents to help keep the Library running.

Donna Ressler, who was working as a Library assistant through the AARP WorkSearch program, was transferred to another position. She hopes to occasionally volunteer in the Library, but we will miss seeing her every day. We have hired a new Library assistant, Terri Berryhill, also through the AARP program.

We are in the beginning stages of overhauling the archives, with the ultimate goal to ensure that all of the collections are processed and documented to the same standard. Nancy has been working with a volunteer to inventory the entire archival collection and create a master list. The list tells us where each collection is and what needs to be done to bring each up to standard. By the end of the year we should have a preliminary plan drawn up for what this ongoing project will require.

July-September 2014

Lending Library Activity

Total materials checked out -	405
Loans through mail -	202
Loans in house -	203
Programs borrowed for Chapter use -	10
OPAC Searches	2,124

Material Types

VCR, DVD & Microfilm Loans -	102
Books and NAWCC Bulletins -	240

Total Number of Visitors -

Non-members	131
Members -	101

Fulfilled Research Questions –

Paid Non-members -	6
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Library Processing Statistics

Acquisitions:	
Donations:	414
Cataloged Items:	281

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We installed the Backroom Curiosities exhibit with assistance from our summer exhibit intern. We conducted several education programs for student groups throughout the summer. I also attended a Chapter 1 presentation held at the Museum on the Franklin's Institute's automaton.

NAWCC Workshops /Webinars

We held 14 workshops during this quarter. We are continuing to work on the online workshop program. We are waiting for edits back from Mike Dempsey on his online course and have scheduled four taping sessions in October and November with two other instructors. We also spent considerable time getting an access issue resolved between ScholarLab and iMIS with the assistance of the ScholarLab staff and our iMIS consulting

group ATS. We assisted membership staff with the setup of the 2015 National Convention in iMIS and also assisted with issues of the 2014 Mid-Eastern Regional online registration. We are working with NAWCC volunteer Robert Gary in the editing of programs from the 2014 National Convention and have one available online, with more to follow as his time allows (Robert is the only one who has volunteered to edit these programs). We also held a webinar in September presented by Pat Holloway on a program she gave at the 2014 National Convention, which was not able to be recorded; 28 people attended the live session; the recorded version is available to anyone on our website. We also have scheduled webinars for October and November with Adam Harris, our guest curator of wristwatches.

Education Attendance

July-September 2014:	Museum Education programs: 19	2015 FY total: 91
	Library Pass Participants: 152	
	NAWCC Workshops: 63	2015 FY total: 103

Volunteer Program

We have two new volunteers; both are in the Library. We also had two community service workers assist our maintenance staff with outside work to complete their required service hours. We have a mathematics intern with us this semester who is compiling evaluation statistics from our workshops here in Columbia. She has also been assisting the IT department with some data entry. We also held our NAWCC volunteer and staff picnic in August and gave our volunteer of the year award to Greg Gerhart, who is a Museum volunteer. Total Volunteer Hours for Quarter: 989.5

Public Programs

We held our annual Hops N Clocks event in July. We also offered our annual Make and Take programs on Mondays throughout the summer months, with a record attendance for the program this year. We conducted an outreach program at the Columbia library for children and also took part in Columbia’s Night Out event and Feet in the Street event to promote the Museum through kids’ station activities. We organized a schedule of events for 2015 Museum events and submitted request to publications.

Public Program/Events Attendance for Quarter: 89 (not including Hops N Clocks and Columbia Events)

I also assisted in hosting the online Board of Directors meeting in September while Steve was away. I conducted a couple of test meetings with several directors and their computer equipment prior to the meeting.

PUBLICATIONS – Monica Elbert, Editor

Periodicals - Bulletin

The July/August issue was described in the last quarterly report. The Sept./Oct. issue was mailed the week of Sept. 22. The September issue featured cover art from Part 1 of a two-part article by Walter Sirene on the creation of an “American Backcountry Tall Clock by Four Modern Masters.” Highlights of the September issue include Part 2 of David Boullin’s “Clocks of the London Underground” and David Hartman’s article “Star Watch Cases Return to Ludington.”

Periodicals - Mart

Revenue for July was:	Issue No.	Issue Date	Revenue
	• 379	July 14	\$24,168

We sent postcards to Business Members reminding them to advertise in our Holiday Shopping Issue. Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. We have been updating our ad trades with other publications.

Special Publications

We are wrapping up the Shelley reprint. Final corrections are being made as they come to us from Donn Haven Lathrop, and we are working on it as time permits. We have been in contact with Owen Burt about compiling his series of articles on Durfee clocks into a book. David Morrow has expressed interest in having a book published on what he took from Jerry Keiffer's course on wheel cutting. We worked with Member Services on a reissue of our "Tips on Collecting" publication. We fixed the pages for the For All Time campaign book.

Website

Watchnews is being updated daily. We're growing on Twitter with 116 followers in three months. We continue with our Twitter and other social media updates. It recently was decided that our "path" for the site should focus on collections, along with the trending news, media releases, etc. Recruiting new contributors is ongoing. General tweaking and updating on the Publications section of the NAWCC website has been ongoing. We also proofread *eHappenings*.

Other Activities

We continued with work for the Ward Francillon Symposium and materials for regional conventions. The department has been working on design and editing work for Marketing, Education, Member Services, and the Museum, including editing and proofreading PastPerfect database materials that Adam Harris is preparing for the Museum

INFORMATION SERVICES – Kevin Osborne, IS Director

Websites

In the wake of our website slowdown last summer, we engaged the Comcast cable company to set up a separate circuit and install an additional cable modem here at National in Columbia. We secured their services at significant savings over what we were paying Windstream. We now have close to five times the bandwidth that we had with Windstream, and the slowness problem on our websites has been resolved.

In preparation for the move to Columbia, we moved the two last databases off the old legacy server we had running, replaced the old Watchdig site with the new WatchNews website, shut down all the equipment, and transported it all to Columbia.

Here, we installed the servers and all the associated equipment and connected them all to the new Comcast Modem. We then reconfigured the firewall and the system with our new IP addresses and fired everything up. We took the system down at 8:30 a.m. and were back up and running by noon.

Backup

We have two Barracuda Backup devices that we use to back up all of our servers. We are negotiating with Barracuda to trade in our Backup devices in exchange for a new larger Backup device at no charge or at a greatly reduced cost.

Online Learning

We have been working with a company called Scholar Lab to set up a series of teaching presentations that we make available over the Internet. We currently have one video available (Batteries, Bands, and Bracelets) with another one in the works. We also have the nine presentations from the 2013 Ward Francillon Time Symposium available. We have had 40 people view the videos.

iMIS

In the process of installing the Online Learning program, we engaged the assistance of an iMIS support company named ATSOL to set up the interaction with our iMIS database, through which the purchase transactions are made. They were so helpful that we have decided to use their services for customization and problem solving, so we have designated them to be our official iMIS reseller.

We have used their services to revamp our Business Members Database and pull all the information right out of iMIS instead of entering it all in by hand. They have also helped us to set up and activate PayPal on our website. In the past week alone we have had \$1,500 in transactions via PayPal.

COMMUNICATIONS – Markus Harris, Communications Director

The Communications Department continues to update and maintain all NAWCC websites and online resources. Communications Director Markus Harris continued to coordinate 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. Work continued on the redesign of the NAWCC Community websites and Chapter microsites. Communications also mailed promotional materials to chapters in support of chapter events, writing and distributing press releases for our August Calendar, Backroom Curiosities, Online Learning (on NAWCC News), September calendar and Night at the Museum Sleepover, '70's Disco Party, Clock and Watch Evaluation Day, Homeschoolers Day, Volunteer of the Year, October Calendar of Events. The August and October editions of the online e-zine *eHappenings* were compiled and distributed. Customer service advice was provided to members via Web and telephone.

Communications arranged for BOD services at various meetings, coordinated and helped oversee the annual Hops 'n' Clocks event, including setup, teardown, placement of vendors, door prizes, and advertising; the event earned a record of more than \$6,500. Communications also formatted, printed, mailed, and invoiced newsletters for Chapters 11 and 141. As part of event support, Communications contacted area library systems for distribution and press release dispersal to our local and regional locale. We coordinated with Publications in designing marketing materials for button and print for an all-new Homeschoolers publication. Communications also engaged in meetings with the Columbia Visitors Center Committee to discuss upcoming events in support of the Smithsonian distinction, as well as planning and supporting arrangements for the 2014 annual NAWCC employee picnic event in August. Communications Director Harris and Kim Craven developed and coordinated the layout and sending of invitations for the reception supporting the unveiling of the Lancaster County Courthouse Clock at the NWCM. Craven also planned and supported the BOD Meeting in November by sending accommodations reservation forms to BOD members and coordinating reservations for their stay, as well as beginning advanced location planning for Employee Christmas Party in December. We contacted local radio stations to promote the '70's Disco Party event. Communications continued to support and advertise current and upcoming Museum exhibits. Kim also contacted the PDCVB regarding our list of 2015 events.

FACILITIES – Chuck Auman, Controller

The HVAC system continues to be a major problem. We did have the quarterly preventative maintenance and the vibration analysis test. We replaced the pump seals on the condensate pump for \$2,256 and replaced the motor for roof top unit # 2 for \$1,225. We also replaced the balancing valve for roof top unit #4 for \$979 and repaired the steam coil in roof top unit #1 for \$692 chiller fans in unit # 2. The equipment maintenance cost for six months is \$32,420 or \$20,420 over what was budgeted.

In preparation for the air balancing of the HVAC system that will take place in October, we added a large air return to the Museum storage area to improve the airflow.

We continue to do building improvements such as painting and minor repairs. We continue with trimming the bushes and trees around the building. We have removed several ones that were beyond saving. We continue to improve the outside area around the buildings.

We have three volunteers assisting with the outside and inside maintenance.

DEVELOPMENT – Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY15	FY14	FY13
Unrestricted Contributions	51,154.96	34,661.09	36,737.95
Restricted Contributions	19,459.00	24,324.00	155,585.52

Endowment Contributions	22,708.62	173,500.00	51.00
Total YTD 9/30	93,322.58	232,485.09	192,374.47

*FY13 Restricted includes Metsker Estate

Unrestricted contributions were 47.6 percent more for the six months, compared to the previous fiscal year. Restricted contributions were 20.0 percent less than the previous fiscal year. Endowment contributions reflect the For All Time endowment and capital campaign plus any bequest designated for endowment. Total contributions were down overall 60.0 percent when compared to the first six months of FY14.

July to September chapter contributions:

Palomar Chapter 136	Library Acquisitions	50.00	Memorial
Tower Clock Chapter 134	Ansonia Street Clock	136.00	
Susquehanna Chapter 193	Greatest Need	150.00	
New York Chapter 2	Greatest Need	250.00	
Atlanta Chapter 24	Ansonia Street Clock	250.00	
Kentucky Blue-Grass Chapter 35	Ansonia Street Clock	250.00	
Old Timers And Fellows Chapter 22	Cataloging & Organizing of Sundial Material	500.00	
First Australian Chapter 72	Exhibit Displays	700.00	Memorial
NAWCC Florida Regional	For All Time Endowment Campaign	908.62	Honor of

Other gifts include a \$12,724 grant from the Pennsylvania Historical and Museum Commission for museum operations, \$4,759 from the Steinman Foundation for the Ebermann tower clock, and \$1,995 from donors to the RGM Watch event. Gifts and pledges to the For All Time campaign include gifts of \$12,500, \$5,000, \$3,000, and \$1,200. Donors will be acknowledged in the *Watch & Clock Bulletin*.

ADMIN/OTHER

Membership was down 110 in July, 31 in August, and 13 in September. This represents a decline of 1.0 percent for the quarter. Membership for the year is down 440 members or 2.9 percent. Dues income, which varies from actual membership numbers based on whether members pay early or late, was ahead by over \$7,600 as outlined in the financial reports. Calls by our marketing firm to reach out to lapsed members for the April to June quarter has resulted in 13.6 percent or 52 of the 383 lapsed members reached reinstating their membership. The total number of lapsed members for the quarter was 563.

The online education portal that went live in July has had 13 registrants for the lectures and course that are online. The Communications Department has been working on the upgrade of the community website, and plans are to have the update done in October. The main website will also soon be upgraded, and we will be looking at the new responsive design templates that make it easier to access the nawcc.org website from tablets and mobile phones. Work continues on the watchnews.nawcc.org website that is dedicated to modern wristwatch collectors. Mel Trago, watchnews editor, continues to look for contributors who want to review watches, brands, or publish short online articles on modern watches.

Carter Harris, who served as Museum curator since April 2002, retired at the end of August. The position has been advertised with about 50 persons applying. Interviews are set up for October, and we hope to complete the hiring process by the end of October and have someone start in December.

I attended the Rocky Mountain Regional in July and the Mid-America Regional in September. Also in September I attended the Practical Planned Giving conference in San Diego. In addition, I visited members in conjunction with the For All Time endowment and capital campaign. The updating of the HVAC control systems was completed near the end of September, and final setup and training will occur in October. A membership marketing firm has been retained for six months to actively through direct mail, email, and other means solicit new members for the NAWCC. They will be going out with campaigns in November and January.

J. Steven Humphrey, Exec. Dir. 10/15/14