

Executive Director's Report June 2016 Quarterly Report

MEMBERSHIP

Fiscal Year starting April 1, 2016	June 2016	June 2015	FYTD 2017	FYTD 2016		
New Members	60	77	227	273		
Lapsed Members	(208)	(138)	(551)	(501)		
Net Gain (Loss)	(148)	(61)	(324)	(228)		
Twelve Month Comparison			6/30/2016	6/30/2015	Gain/(Loss) vs. prior yr.	
Regular Members			12,243	13,066	(823)	-6.3%
Associate/Youth			723	785	(62)	-7.9%
Life			222	228	(6)	-2.6%
Contributory			168	150	18	12.0%
Business			261	260	1	-0.4%
Total Members			13,617	14,489	(872)	-6.0%
Budget Dues FY	\$102,590		\$276,320			
Actual Dues FY	\$80,849		\$248,467	\$253,426	(\$4,959)	-2.0%
Difference	-\$21,741		-\$27,853		vs. budget >	-10.1%

Fiscal year-to-date membership is down 324 (2.3%), compared with down 228 (1.6%) last year, and down 286 (1.9%) the preceding year.

FINANCES: 2016 Operating Funds

	Income	Expenses	Net Inc/Exp
April 2016	136,276	127,995	8,281
May 2016	171,599	175,506	(3,907)
June 2016	134,652	139,298	(4,646)
YTD ACTUAL	442,527	442,799	(272)
YTD BUDGET	434,865	458,955	(24,090)
YTD VARIANCE	7,662	16,156	23,818

Current year income is 1.8 percent below budget, while expenses are under budget by 3.5 percent. The actual net income is -\$272 (0.1%) on the YTD expenses of \$442,799 before capital and transfers. The net is more than budget by \$23,818.

INVESTMENTS

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	6/30/2016 Value	Transfers Pending	Book Value 6/30/2016
Short-Term Investment Funds							
NAWCC Investment Fund	335,965	234	(299)	5,385	341,285	(4,026)	337,259
Library Acquisitions	20,035	1,753	(18)	327	22,097	(2,419)	19,678
Museum Acquisitions	33,907	0	(30)	543	34,420	0	34,420
Symposium Fund	20,129	0	(18)	322	20,433	0	20,433
Sub-total Short-Term Funds	410,036	1,987	(365)	6,577	418,235	(6,445)	411,790

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	6/30/2016 Value	Transfers Pending	Book Value 6/30/2016
Long-Term Investment Funds							
Heritage Fund	13,882	0	(9)	231	14,104	0	14,104
Museum & Library Fund	696,248	0	(439)	11,548	707,357	(34,562)	672,795
Museum Endowment Fund	406,094	0	(256)	6,734	412,572	(11,470)	401,102
Library/Research Ctr Endowmt	107,061	0	(67)	1,773	108,767	(3,194)	105,573
School Endowment/Education	206,965	0	(131)	3,434	210,268	(1,454)	208,814
NAWCC Endowment	146,805	0	(92)	2,433	149,146	(562)	148,584
Midwest Scholarship Fund	21,790	0	(14)	363	22,139	(1,295)	20,844
Pritchard Fund	48,004	0	(31)	797	48,770	0	48,770
Sub-total Long-Term Funds	1,646,849	0	(1,039)	27,313	1,673,123	(52,537)	1,620,586
Total Investment Funds	2,056,885	1,987	(1,404)	33,890	2,091,358	(58,982)	2,032,376

*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 \$19,035. Visitation for the quarter was 3,054, including 169 NAWCC members (5.5%). NAWCC Store sales for the quarter were \$28,248 and included a number of Sherline tool sales.

The leak in the boiler that appeared last quarter has required the boiler's replacement as the most cost-effective solution. Monies for the new boiler are coming from the remaining funds in the Crystal Trust grant. Three quotes for new boilers were solicited, and the determination was made to hire CSI Services of York, PA, to handle the new boiler installation. CSI Services also will be conducting an engineering survey of the boiler system this fall (at no cost) to ensure that the boiler operates as efficiently as possible in the future. The Museum Director and IT Director are also soliciting bids from security companies to replace the building's existing—but failing—intrusion and access systems. Funding for the replacement of this system will also come from remaining funds in the Crystal Trust.

The Museum Curator uninstalled the Bulova wristwatch exhibit and replaced it with a political themed wristwatches exhibit for the election season. Museum intern Elizabeth Qualia completed the prospectus for a traveling exhibit about railroad timekeeping. We will begin to seek funding to implement the exhibit this summer. The gift of numerous Pennsylvania tallcase clocks from the estate of John Snyder are going to allow us to return some clocks on loan to us from the State of Pennsylvania. We expect to complete that task this summer.

The Museum Director updated the point-of-sale software to ensure that the Museum's software and credit card processing is PCI compliant. New credit card readers that will allow Museum visitors and store customers to use their chip technology credit cards were purchased. This will become live in July. The Early American Industries Association held its Northeast Regional event at the Museum in June. EAIA members from over four states attended and were treated to a lecture and behind-the-scenes tours. The Museum's annual Hops 'n' Clocks fundraiser sold out again in June and grossed over \$7,000 in ticket sales. We hope to add a sponsor in coming years to enhance the revenue created by this event. The Museum was the recipient of a Pennsylvania Historical and Museum Commission General Operating Support Grant of just over \$14,000.

MUSEUM COLLECTIONS: Kim Jovinelli, Curator

The Museum Collections Department has, with the assistance of intern Elizabeth Qualia, installed a temporary exhibit on political watches from the collection to highlight the upcoming presidential election. Several accessions have been completed and put into the database, and the backlog of 2015 items is growing smaller. The Museum has added several significant items to the collection, including two award-winning pieces by member Paul Fisk from Virginia. Volunteer Judy Antonin has also continued to photograph the watch collection. Volunteer Janet MacGregor is continuing to research files and add any relevant information to the database. New volunteer Isaac Schenck assists in the Collections Department where needed.

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

In April we completed a project to scan and transcribe the Library's collection of watch papers. Volunteer Tyler and intern Elizabeth created a database of all of the names, places, and any other writing on the papers and then scanned the front and back of each. We hope to eventually create an online database for members and other researchers.

Our new archivist, Kate Van Riper, joined us in May. She is settling in well and is working on a preliminary inventory of the archival collections. She will soon be finished with her first goal to ensure that every collection has at least a rudimentary finding aid.

In June we held our annual staff and volunteer picnic at which we honor all the volunteers of the Association. The Library's volunteers have all been enormously helpful this past year and contributed greatly to our ability to keep the Library running smoothly during our recent transition. We appreciate all their help!

We have been ramping up our used book sales, the proceeds from which benefit our Acquisitions Fund. Our book sales are drawn from duplicate donations and books withdrawn from the Lending Library. A cart of used books for sale is in the Museum Store in addition to the cart in the Library. We are also posting items for sale on eBay. So far we have made almost \$2,300. We are very grateful to our volunteer, Clayton, who has been heading up the project.

April-June 2016

Lending Library Activity

Total materials checked out:	243
Loans through mail:	142
Loans in house:	101
Programs borrowed for Chapter use:	1
OPAC searches:	1,564

Material Types

VCR, DVD & Microfilm Loans:	100
Books and NAWCC Bulletins:	143

Total Number of Visitors: 145

Non-members:	70
Members:	75

Fulfilled Research Questions: 229

Paid Non-members:	7
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Library Processing Statistics

Acquisitions:	24
Donations:	1192
Cataloged Items:	156

EDUCATION/VOLUNTEERS: Katie Knaub, Education Director

Museum Education Programs

We continued to work with our Education intern to create art-based and science-based programs for Girl Scouts at the various levels of scouting. At the end of her internship, she had completed all the programs, and we are working with Publications to create the final handout material. These programs are self-led programs for Scouts to complete without the need for an on-site facilitator. We began the initial planning for the New Year's at Noon event by securing some of the entertainment. We continue to work on this program throughout the year because we hope to grow it to our family signature event. We also gave support for the opening reception of the *Sacred* exhibit for the Museum.

NAWCC Workshops/Webinars

We held 21 workshops during this quarter alone! This is a significant increase from last year—a total of 30 workshops and 150 participants for the whole fiscal year—and are on track to exceed the number of workshops that run and the total participants for this fiscal year. I continue to administer the Watch & Clock Traveling (W&CT) programs, which included the registrations for the three courses at the National Convention, which also are all running with maximum registrations. A Chapter in Alabama hosted a W&CT course and a Chapter in Canada hosted one as well, with our Canadian instructor getting certified to teach the course given. We continued our 2016 webinars and continue to refine the schedule as speakers become available or change with the Program Committee. The webinar attendance continues to grow and expand, and we are receiving great compliments on this program. With the changeover in the website, we have also changed the webinar page to an iMIS rise page so it has a new look.

We continue to work on the Luxury or Lie course and have had great success with the promotion and course registration; after our May course filled up, we opened a second course in June and had ten registrants. We have coordinated a new watch appraisal course for the fall and are coordinating that course with the fall Luxury or Lie course on the East Coast to maximize possible participants who want to attend both. We and the Pawn Association continue to actively promote Luxury or Lie.

Education Attendance

April-June:

Library Pass Participants:	122	
NAWCC Workshops Attendees:	109	2017 FY total: 109
FSW Workshop Attendees:	15	2017 FY total: 15
Online Workshop Purchases:	7	
Webinar Attendance Live:	227	
Webinar Views Recorded:	330	

Volunteer Program

We held our annual volunteer and staff picnic in June, where we recognized volunteers and gave our annual Volunteer of the Year award to longtime volunteers David Shelton and O'Rean Fielder, who have served as Museum and Education volunteers since 2007. Our winter/spring intern Elizabeth Qualia completed her internship as did our local intern Lesley Moore. We also had two volunteers complete community service hours by assisting our facility staff with outdoor jobs. We have one new volunteer in the Library/Archives area and a returning volunteer in Education for the summer. We continue to help facilitate a part-time worker/volunteer through the AARP program for the Library because the recent participants for this program have not stayed long. Total Volunteer Hours for April-June: 1,093

Public Programs

We began our annual Make and Take program for families at the Museum on Mondays throughout the summer. This program is staffed with volunteers, who do a tremendous job with it. Public Program/Events Attendance for Quarter: 22

PUBLICATIONS: Therese Umerlik, Editor

Periodicals—*Watch & Clock Bulletin*

Issue No.	Issue Date	Revenue
421	May/June 2016	\$5,829.16

The May/June 2016 issue featured on the cover a photograph submitted by member Don Bugh for the *A Matter of Time* photography contest sponsored by Corel Discovery Center for Corel Corp. in Ottawa, CAN. The National Watch and Clock Museum partnered with Corel Corp. and is expected to display the winners in the Museum's Rotunda. As part of that arrangement, the Publications Department promoted the contest and several of its submissions. Unfortunately, Bugh did not win the contest, but his photo captured the organized chaos familiar to some of our members and their workbenches. The issue contained 5 articles, 21 features, and 3 full-page ads.

Periodicals—*Mart & Highlights*

Issue No.	Issue Date	Revenue
389	May/June 2016	\$21,063.95

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. NAWCC Advertising Services Coordinator Melissa A. Mann has been reaching out to new business members via phone and email to inform them of their online and print benefits and encourage them to advertise. Of the 204 emails she sent, only 18 business members responded. The members were generally unaware of the different advertising options, such as digital ads and Mart Marketplace, and the services the Publications Department provides. She found that reaching out to the members made it easy for them to learn about these benefits. Her efforts yielded one full-page color ad for the May issue.

Mann, Creative Services Production Leader Keith Lehman, and I are working with Executive Director Steve Humphrey to evaluate advertising options for members and nonmembers and determine rate increases for 2017. We have been working on creating ad package deals to stimulate more advertising and a survey for members to determine whether they are aware of services and seek feedback on advertising options. The survey is expected to be emailed to members in July 2016.

Special Publications

The Publications Department is working with Humphrey on a publication that promotes watch companies and their new timepieces. This proposal originated with a booklet distributed this summer at the World Watch Market in Las Vegas. It was simple with text about the companies, watches, and exquisite photographs. Advertising financed it.

Owen Burt's book on Durfee clocks has been edited and questions have been sent to him. The manuscript will be redesigned and content is expected to be updated. I am expecting to meet with him in July at the National Convention in Louisville, KY.

Museum Director Noel Poirier is working with Lehman and me on a small book on Dudley Watch Co., its founder, and its watches. This topic has gained tremendous support from Masons in Pennsylvania who prize the craftsmanship of the watches and the Masonic symbols incorporated in their movements. We are using an *NAWCC Bulletin* article written in 1968 by two members who are deceased as well as company documentation and photographs. The project will involve Lehman coordinating the layout and working with the photographer. A couple of local Masons are expected to review the content to determine what the membership would be interested in seeing.

Member Gregg Perry has signed a contract for a book on woodworking and conservation. By the end of 2016 he is expected to submit a full manuscript as well as articles that will be published in the *Watch & Clock Bulletin*.

Website

The WatchNews website is undergoing a review. Its content and its mission are being reevaluated. Improvements to the website could include archiving news releases and advertisements for new watches. Archivist Kate Van Riper presented database options for storing and searching the information.

Other Activities

The Publications Department continues to work on design and editing work for Marketing, Education, Member Services, and the Museum, including designing ads for Museum and educational events and revising membership and other forms.

Associate Editor Robin Schuldenfrei and I worked with Humphrey and Development Coordinator Rebecca Hickey to design a brochure for the *For All Time* 75th Anniversary Endowment and Capital Campaign that is intended to promote this effort among the public and general membership.

Lehman and I worked with Marketing Coordinator Kim Craven and Education Director Katie Knaub to develop banners that promote the NAWCC and the Luxury or Lie course. The banners were sent with Craven and member Adam Harris, the course instructor, to the Pawnbrokers Convention in July in Las Vegas.

The Publications Department is continuing to work with Poirier and the NAWCC Store to create marketing materials that promote the Museum and its facilities as a place to host parties. This plan is expected to include online and print ads as well as rental information and a contract.

INFORMATION SERVICES: Kevin Osborne, IS Director

Network

We updated our point-of-sale system and installed the new Credit Card readers to comply with credit card regulations.

Security

We are researching and gathering quotes for an upgrade to our security system. We have received three quotes and are waiting on the fourth. We are looking to replace our door access system, upgrade our fire warning system to current standards, and upgrade our intrusion detection system.

Websites

We finished our website upgrade to the newer version of Joomla and bootstrapped the website so that it is viewable on smartphones and tablets.

We created two new websites: one for Google ads and one for our endowment campaign.

We are working with ATS (our iMIS vendor) to create an NAWCC Store website to replace the inefficient store website we currently have. We are also working with ATS to set up Autopay so that we can receive donations and member renewals on a recurring basis.

iMIS Association Management Software

We updated our renewal process to allow inactive members to log in and reinstate their membership. Previously, after three months a member had to call or email and request us to manually reinstate them. Now they can do so themselves.

We are working to convert all the Chapter sites that we currently have running under the Community website over to iMIS so that we can pull information directly out of iMIS and make use of the iMIS community functions instead of the Higher Logic Community site.

Facilities

We purchased a 65-inch flat screen display with touch capability at a great discount from TechSoup, and money for the purchase came from the income derived from Adam Harris's Luxury or Lie courses held here in May and June. The touch display brings increased viewing clarity to the presentations and allows us to zoom in on watch details.

COMMUNICATIONS: Markus Harris, Communications Director

The Communications Department continued to maintain NAWCC websites and online resources. Communications Director Markus Harris coordinated multiple email newsletters and targeted Constant Contact mailings on various topics, including event notices and support for Chapter meetings, BOD announcements, and local and regional events. Work was completed on the upgraded Joomla website, from Joomla 2.5 to Joomla 3.5 with a bootstrap-responsive template (though touch-ups and software adjustments continue on various pages and sections). Communications Director Markus Harris is now working fully in cooperation with Advertising Services Coordinator Melissa Mann to provide the Auction and Sales eNewsletter for interested members, and Communications continues to develop and mail promotional materials to Chapters in support of Chapter events, in addition to writing and distributing press releases for Association and Museum events Luxury or Lie June class, Hops 'n' Clocks, Summer Programs of Make 'n' Take and Olympics, Blue Stars Museum Program, and the June Calendar. Communications printed, mailed, and invoiced newsletters for Chapters 11, 141, and 134, which includes the generation of monthly reports for the Controller on all newsletter printing activities for April, May, and June. Customer service advice was provided to members via Web and telephone.

Communications continued to host Communications Assessment Meetings to assess department concerns and projects, organized and ran the annual NAWCC employees' picnic at Columbia Crossing, solicited door prizes, booked entertainment music, and handled catering. Kim Craven recruited vendors for Hops 'n' Clocks, worked on H & C logos for ad design and distribution in the area, and arranged interviews for Museum Curator Kim Jovinelli with local press in relation to the *Sacred Time* exhibit opening. Communications also arranged for a local interfaith pastor to perform a blessing at the opening event; we helped set up, coordinate, tear down, and clean up the event afterward. We met with representatives of historic Fulton Opera House to discuss possible local theater sponsorship and selected and ordered promotional sand timers for NAWCC at the Pawn Expo in Las Vegas. Communications also helped design banners for the Pawn Expo (and future events), which we had printed as part of our collaboration with the events team to plan the Vegas table and display.

Marketing and Special Events Coordination Kim Craven filed necessary insurance certificates with the NPA for the National Convention in July and finalized the menus for that event, including BOD breakfasts, morning breaks, lunches, afternoon breaks, and dinner and the Donor Reception. She also met with the Exhibit Committee, the Special Events Teams, and the Luxury or Lie planning group to coordinate our various seasonal events, including our annual picnic and Hops 'n' Clocks. She also catered and hosted a company Meet 'n' Greet for our new employees. Communications also worked to design new Homeschool newsletter ads and Small Town ads for Lancaster Newspapers distribution, and coordinated with our fellow Pawn Expo exhibitors to collect materials for shipping to Las Vegas for the Pawnbrokers Expo, including our new banners and promotional items, previously used at the Las Vegas Watch Show.

MEMBER SERVICES: Pam Lindenberger, Manager

Membership

Five Regionals submitted 57 membership applications. Of those, 29 were Introductory. We had an additional 70 introductory memberships.

26 original introductory members renewed for a full year.
 26 \$35 member recruitment vouchers were issued; 15 were redeemed.
 Certificates and award plaques for the National Convention were prepared.
 Old Timers & Fellows Chapter 22 roster was updated for National Convention meeting.
 Ribbons were ordered for the National Crafts Competition held at the National Convention.
 Chapters were notified of recognition pin recipients.

Marketing

Our telemarketing company of eight years, ComNet Marketing Group, experienced a server crash and is no longer in business. We are currently looking for a replacement telemarketing company. This quarter we received 105 payments through Graphcom marketing mailing, bringing in \$9,911. MGI's prior year marketing mailing brought in one new member.

Other

Patti Gable, administrative assistant for Member Services, will be retiring effective July 31, 2016. Her last working day is July 29. Shari Lappi will be taking over for Patti. We hired Anne Traceski for the part-time Member Services clerk position.

DEVELOPMENT: Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY17	FY16	FY15
Unrestricted Contributions	25,639.85	35,703.62	19,023.24
Restricted Contributions	8,550.00	30,440.00	11,275.00
Endowment Contributions	850.00	2,025.00	12,600.00
Total YTD 6/30	35,038.85	68,168.62	42,898.24

Unrestricted contributions were 28.2 percent less for the year, compared with the previous fiscal year. Restricted contributions were 72.0 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 decreased by 48.6 percent, compared with FY16.

April to June Chapter contributions:

Chapter	Use	Amount	Note
Buckeye Chapter 23	Greatest Need	1,000.00	
Atlanta Chapter 24	HVAC	500.00	For All Time
Heart Of America Chapter 36	Library Endowment	500.00	For All Time
Tennessee Valley Chapter 42	Greatest Need	500.00	Memorial
Jean Ribault Chapter 68	Museum	500.00	Memorial
Sooner Time Collectors 74	Museum	500.00	
Keystone Chapter 158	Greatest Need	300.00	
New York Chapter 2	Greatest Need	250.00	Annual Fund
Susquehanna Chapter 193	Greatest Need	150.00	
New England Chapter 8	Greatest Need	50.00	Memorial
San Diego County Chapter 59	Library	50.00	Memorial
Western Michigan 101	Greatest Need	50.00	Memorial

Other gifts include \$5,000 from Mrs. Carole Kreiss in memory of her father for the restoration of the Engle clock; William M. & Miriam F. Meehan Foundation, Inc. \$3,500; Jerry and Linda Thornsberry \$1,000; Steven Berger \$1,000; and The Lubrizol Foundation \$1,000 matching gift from Frank Del Greco. Numerous other gifts plus contributory memberships were received. Donors will be acknowledged in the *Watch & Clock Bulletin*. The *For All Time* campaign brought in \$101,350 during the quarter from gifts, pledges, and planned giving estimates.

ADMIN/OTHER

Membership was down 114 in April, 62 in May, and 148 in June for a total of -324 or -2.3 percent for the quarter, compared with down 1.6 percent a year ago. Dues income, which varies from actual membership numbers, based on whether members pay early or late, was down by \$4,959 or 2.0 percent year to date compared with last year. Calls by our marketing firm to reach out to lapsed members for the January to March quarter did not occur because the telemarketing firm went out of business.

The membership marketing firm, Graphcom, solicited the subscribers of *The Magazine Antiques*. The mailing went to 13,332 prospects near the end of April. Returns from the mailing have resulted in income of \$9,911.

We were successful in applying for and receiving a Google grant for the equivalent of \$120,000 in search ad advertisements. A firm from Colorado, Infinity Marketing Group, has been retained to help manage the Google campaign.

Staff additions during the quarter included hiring Kate Van Riper as full-time archivist.

I attended the Southern Ohio Regional and the PA Museums Conference in April, coordinated the judging for the Pritchard Prize, met with our local state senator in May, and visited a member and toured his collection in Maryland along with our Museum Director and Curator in June. Our editor and I also met with several printers in seeking bids for our publications.

J. Steven Humphrey, Exec. Dir. 7/29/16