

Executive Director Quarterly Report March 2019 4Q

There are many wonderful things the NAWCC HQ Team, our Volunteer Leadership Board, Chapter Officers, and Committee members, and all the various Convention, Regional, Chapter, Education, Publications, Museum, Library, and Message Board Volunteers throughout the world have partnered together and achieved for our horological community and the public at large. You all should be very proud of your hard and successful work.

We report the various events, programs, and activities that are happening at the NAWCC in the Sunday email, republished by volunteer Tom McIntyre on the message board, to which you can refer, but here are a few highlights followed by specific reports from our HQ Team leaders.

We celebrated and enjoyed a fantastic 2018 National Convention in York, PA and the 75th Anniversary of the NAWCC, high-lighted by some fantastic exhibits, a For All Time \$7.5 Million Endowment goal achievement reception, re-naming the Library in honor of Fortunat Mueller-Maerki, recognizing many generous sponsors of the 75th celebration, a fantastic day at the museum and meal, and a specially commissioned, donated, 18-minute professionally made, 75th Anniversary commemorative video on The NAWCC, “We Share the Stories of Time.”

Many more members and friends stepped up and responded to the call and increased their endowment participation as we quickly climbed from about \$5.5 to \$7.5 Million in a few short months. Very generous and creative donors, including Ruth and Hugh Overton, used estate planning methods to increase their planned giving by several \$100,000’s and pledges to include real estate worth up to \$250,000 by others, including the Kitts, and outright pledged amounts of \$500,000 (from the family of D. L Hourglass), as well as faithful individual and chapter contributors adding in their numerous \$50, \$100, \$500, \$1,000, \$5,000, \$10,000 and \$25,000 dollar gifts moved us closer and closer and eventually exceeded our interim \$7.5 Million goal on the evening of July 18, 2018, due to a generous, New Hampshire Horologist making a last minute, \$1 Million pledge to the endowment, as part of a larger, estate planning donation he has made to the NAWCC.

Our Convention Committee team led by Lu Sadowski and Marion Krajewski pulled off a fantastic and very profitable Convention and Diamond Jubilee week of celebrations. During the week we hosted receptions, special guest attendances, and presentations featuring Seiko Watch, Hamilton Watch, RGM Watches, Vortic Watches, the Morris Museum, the Willard House and Museum, the Bristol, CT

American Watch and Clock Museum, the West Coast Watch and Clock Museum, the Seiko Museum, and sponsorships by Hamilton, RGM, Vortic, Fredric Friedberg and others. A special, 75th Anniversary RGM chronograph was hand-crafted and generously donated by Roland Murphy to the Museum to be auctioned off over the week and a new, Seiko Zspace 3D, Virtual Reality watch design software, was given and featured during the Convention Week, with its designer/creator Hiroaki (Harry) Kobari, General Manager of the Seiko Watch Corporation, Tokyo, Japan in attendance.

We received numerous **press coverages and media interviews** and features over the year including the Vortic Watches, Harley-Davidson restored vintage 1920's South Bend Watch donated to the NAWCC covered in the September addition of Hog Magazine and the subsequent November issue of Revolution Watch Culture magazine, covering the NAWCC and museum as well, Euromonitor International interviewing the NAWCC Executive Director on the luxury watch industry and trends affecting it, an on-air interview of the Executive Director by Brigham Young University Radio on time and the museum, Hearst News Media doing an on-site interview of Board member Philip Morris on clocks and the museum, the Wall Street Journal hosting an interview of Board member John Cote on watches, numerous local tv stations on-site reporting on the 75th celebrations, and on-site broadcasts from the museum, and promotional live feeds during a tour of the Museum by film maker Michael Culyba (***KEEPER OF TIME, a horological documentary feature-length film***), taking questions during the broadcast along with Curator of Collections Kim Jovinelli, Roland Murphy of RGM Watch Co., and the NAWCC Executive Director. WE also enjoyed Blog and webcast coverage from our friends Blake and Zach, at Worn & Wound, and their coast to coast, Wind Up Watch events.

We hosted our Annual NAWCC Ward Francillon Time Symposium, in partnership with the Henry Ford Museum in Dearborn Michigan. Bob Frishman planned and executed on another fine slate of international subject matter experts presenting on the topic of "Cars, Clocks, and Watches." This well attended event featured many of our horological professionals and scholars including Johannes Graf, Curator of the German Clock Museum, and innovative clockmakers George and Cornelia de Fossards from the UK. We look forward to the 2019 NAWCC Ward Francillon Time Symposium, September 12-15 in Nuremberg, one of Germany's oldest and most prominent cities. The NAWCC will partner with its good and generous colleagues at the Deutsche Gesellschaft Fur Chronometrie (the German equivalent of the NAWCC) to present an historic and comprehensive examination of seven centuries of clock and watch making in Germany.

We enjoyed a week-long visit by, many NAWCC volunteers, including Board member-elect, Jay Dutton, Board Member Philip Morris, ANTIQUES ROADSHOW appraiser Ralph Pokluda, and ANTIQUES ROADSHOW appraiser and Willard House and Museum Director Robert Cheney all helping out in evaluating and documenting the Stu Gottdenker Collection and staying over Friday night to participate in the local-based Extra-ordinary Give Lancaster County charitable fund raising evening event, providing information to local collectors of clocks and watches wanting to learn more about their artifacts that they brought in that night for evaluation.

Director and Museum Collections Committee Chair Philip Morris and I traveled to NYC to close the deal and sign a license agreement with Brian Reed of Serial, Ira Glass' This American Life, of NPR fame, for the NAWCC Museum fall 2019 exhibit of the horological genius of a former NAWCC in a specially arranged and scheduled museum exhibit opening October, 3-4, 2019. He is the subject of the national and world-wide podcast series phenomenon titled the "STOWN." It has now been downloaded by Thousands of Million subscribers in less than 2 years. John B. worked on clocks for many of our members, one of which was anonymously featured in the podcasts, and who has agreed to loan the NAWCC 35-55 clocks and personal artifacts for the exhibit. Brian Reed has agreed to support and be in attendance, as well as other featured relatives (Rita) and featured characters in the story.

Our good friends and partners at Hamilton Watches, Int'l established and generously funded the first NAWCC Hamilton Collections and Archives Research Fellowship for the NAWCC National Watch & Clock Museum, in partnership for helping the NAWCC conserve, preserve, and make accessible the priceless Hamilton archive and artifact collections we have.

Chapter 1, the Philadelphia Chapter of the NAWCC, celebrated its 75th anniversary at its December 9th meeting. The event was extremely well attended and overflow tables had to be added. Chapter 2, the New York Chapter, recognized the event with a \$500 donation to Chapter 1, presented by President Lu Sadowski.

On December 10th, the NAWCC attended the launch of Jay Stiefel's book, *The Cabinetmaker's Account*, at the American Philosophical Society in Philadelphia,

and on December 14th, the NAWCC traveled up to Newport, Rhode Island to attend the Redwood Library and Athenaeum's hosted reception and presentation on the exhibit opening of "*The Claggetts of Newport: Master Clockmakers in Colonial America*." This exhibit was arranged and inspired by authors Frank L. Hohmann III and Donald L. Fennimore and their newly released book "*Claggett: Newport's Illustrious Clockmaker*" highlighting the works and life of William Claggett, set against the backdrop of Newport 1715-1760. These two events, and the personage met, launched a new discussion and exploration of a project to add a "Clocks as Fine Furniture" community to the NAWCC.

Focusing on more specific, departmental highlights, numbers and achievements:

Publications Annual Report (by Editorial Director, Christiane Odyniec)

Long-time Associate Editor Freda Conner retired and was replaced by Gillian Radel. Corinne Dedrick was hired as Ad Services Coordinator and eventually took on the role of Education Coordinator. Jessica Giaquinto was hired as Ad Services Coordinator and Multimedia Assistant, adding special, multimedia skills to our HQ team. The Bulletin experienced strong features in the columns sections, adding a new one, Time Travel.

The Bulletin went through a well-received re-design and is looking forward to the launch of the new website so that we can begin work on an on-line *Watch & Clock Bulletin, Mart & Highlights*, and new, smaller, niche publications. Books published this year include the 40th Anniversary Museum Booklet (included in the initial mailing to all new members); Philip Priestley's *British Watchcase Gold & Silver Marks 1670 to 197*; and Snowden Taylor and Mary Jane Dapkus's *Antebellum Shelf Clock Making in Farmington and Unionville Villages, Connecticut*.

***Watch & Clock Bulletin* Revenue: \$4,764**

***Watch & Clock Bulletin* Articles Published : 35**

***Watch & Clock Bulletin* Articles in Process: 22**

***Mart & Highlights* Revenue: \$111,377.54**

***WatchNews* :**

Page views: 20,684 (average of 57 page views per day).

Twitter: 17.2K followers

LinkedIn: 2,975 connections

Facebook: 4,197 friends

Instagram: 941 followers

Museum and Collections Annual Report (by Curator of Collections Kim Jovinelli)

Former Museum Director, Noel Poirier resigned to be recruited by a Railroad Museum in Ohio to become its new Executive Director. Former volunteer and intern Meghan Kennedy was hired as the Museum Registrar. Her duties include handling initial contact of donations, filling out donation paperwork, and assisting the curator in day-to-day museum activities. Volunteer Judy Antonnin has assisted in reassessing the 2D collection housed in the back storage area in anticipation of coordinating with the archives to preserve such objects.

This year, the museum completed several short exhibits and updated several others. The first exhibit of the year titled *American Treasures: The Gottdenker Collection*, featured several rare and exceptional clocks by American manufacturers from a large and generous donation of roughly 80 clocks by Mr. Stuart Gottdenker.. It opened May 18th 2018, and ran through the end of December. During the 75th Anniversary and National Convention in York, the Museum also presented several special exhibits including a collection of rare Carriage Clocks, a vast assortment of unique, Chronograph wristwatches, and Richard Ketchen's original, Fascoldt-themed escapement tall case clocks, rose-engine creative objects, and workshop tools and drawings.

In December, the museum opened *Stuck in Time: Art Deco Timepieces*. This exhibit highlighted the art deco design elements present on many watches and clocks from that era. The museum staff continue to prepare, in collaboration with Clint Geller, for *Timeless Testaments: Civil War Watches and the Men Who Carried Them*, an exhibit opening July 6, 2019 featuring Civil War timepieces and presentation watches from the era.

The museum staff continue to assess donations and update the PastPerfect database for Collections Committee review and ultimate Board approval. This process includes going through the shelves, boxes, and drawers, cross referencing the objects with the files, adding any information to the database that is needed, and re-photographing the objects. This is an ongoing project. Meghan and Judy have completed inventorying the museums watch paper collection for the same purpose.

The museum has begun work on creating a workspace for an educational “use collection” area to be re-configured in the curator/conservator’s area. Here, hands-on instruction, research, and demonstrations may be held in an enclosed, private, and professionally equipped area. An Education Collection will be created from donations to the education collection and museum donated items not accessioned, but accepted into the Education Collection.

In the last year, the museum has accepted 23 separate donations. It should be kept in mind that not all of these will be accessioned into the collection. As the museum external Collections Committee has been discussing policy and procedure, some accessions meetings have been held by the internal collections committee.

Gift Shop and Museum Admissions Annual Report (by Controller, Jennifer Byers)

Abby Krouse, Museum Admissions and Gift Shop manager, resigned to work in Ohio at a new Railroad Museum. Recent hire, Maria Weaver, has replaced her position. There was an increase in special events, including special themed evening and rentals increased in numbers. The first Clocks and Cocktails and the first Whiskey and Watch events were launched, featuring wristwatch demonstrations and spirit tastings were well received. LunchTime and Time Talk talks were also scheduled each month under our educations programming.

Museum 10,827 visitors, not counting Convention week and special events; FY 17-18 was 10,733.

Admissions revenue FY 18-19 \$57,387 vs. FY 17-18 \$57,959

Retail Sales FY 18-19 \$89,319 vs. FY 17-18 \$79,464

Fortunat Mueller-Maerki Library & Research Center Annual Report (by Library and Archives Supervisor, Sara Butler-Tongate)

In October we welcomed our first Hamilton Research Fellow & Project Archivist, Claire Moclock, sponsored by Hamilton Watch Company. Claire made great headway in processing our enormous Hamilton Watch Company collection, presented a Lunch Time talk about her work, and curated an exhibit in the library's case of some of the materials she found. She was a wonderful asset to the library and archives staff. We hope to continue this partnership in the future.

The past year brought a lot of positive changes to the Library. The Crystal Trust granted money to install new, space efficient, rolling shelf system in the archives area of the library, greatly increasing the amount of storage space available. The old, fixed shelves were moved into the main library to expand room for the lending library collection, making it possible to better organize the library's collections. During the National Convention week in July, the library was officially renamed the Fortunat Mueller-Maerki Library & Research Center during a ceremony hosted by Robert Cheney, Philip Poniz, and Jim Cipra and attended by Fortunat's immediate family. Also during the National Convention, the library hosted an open with Archivist Kate Van Riper leading behind the scenes tours of the archives.

The library staff participated in several of the museum's events throughout the year, including volunteering at Homeschool Day and New Years at Noon, and helped in planning and organizing the museum's first annual Clockwork Festival, held in April, 2019.

Research & Lending Library Activities

Total items checked out: 997.

Types of materials circulated;

374 DVDs and VHS tapes,

639 books.

Visits to the library: 957; 186 non-members, 771 members.

Acquisitions:

Purchases: 167 books/VCRs/DVDs

Donated items: 829

Cataloged: 530

Research requests processed: 1367

Paid research requests (non-members, 41)

Development Annual Report (by Director of Development, Rebecca Hickey)

Over the year, the Part-time Development Coordinator position was promoted to Director full time. On the heels of a successful 75th Anniversary Celebration and 2018 National Convention, over 300 members responded generously to the Annual Appeal, donating an average \$221 each and increasing the number of donors to 27% from last year. A list of all the FY2019 donors will appear in the July/August issue of the *Watch & Clock Bulletin*. This list will comprise not only those who contributed to the Annual Appeal and Campaign in FY2019 but also those who are contributory members, included donations with their dues renewal, made in-kind donations, and generated matching and foundation gifts.

The NAWCC recognizes the dedication of the donors who have made a financial commitment to the Campaign and the future of the NAWCC. The current staff also recognizes and thanks the Campaign Committee members who have worked tirelessly towards the success of this first phase; Ruth Overton, Jerry Thornsberry, and Steve Humphrey, the early visionaries, George Goolsby, who said “yes” when asked to step up and lead, and Robert Gary, whose passion breathed new life into the Campaign. John Cote and Jay Dutton are more recently added members.

Over 247 individuals, chapter, foundations, and corporations contributed to the success of *For All Time* Endowment and Capital Campaign, Phase 1, through 314 outright gifts and pledges and 13 promises of planned gifts for a total of \$7,636,231. Donors to the Campaign celebrated the NAWCC reaching and surpassing the \$7.5 million goal and kicking off the 2018 National Convention held in York, PA, with a celebration event in Columbia, PA.

Total donations and pledges: \$376,872.

Endowment donations: \$55,965.

Unrestricted: \$212,540,

Restricted: \$53,878.

Pledge payments: \$76,515.56.

In-kind: \$54,489.

Annual appeal: \$70,071.

Planned gift: \$1,050,975 promised.

Membership Annual Report (by Membership Services Manager, Pam Lindenberger)

Membership Services continues to support chapters, Regionals, and Conventions, in addition to serving Members and Customers. In addition to the standard membership categories, we also have institutional subscriptions, which include libraries, historical societies, associations, etc. Sixteen (16) receive only the *Watch & Clock Bulletin*, at a reduced cost. There are thirty-seven (37) horological subscriptions with which we have a reciprocal exchange program through the Library & Research Center. There were 264, \$30 introductory memberships sold this year; 70 renewed at the regular membership level when their four-month period ended.

The voucher program continues with a total of 904 \$35 vouchers issued over the life of this program. 425 have been redeemed. The special \$52 discounte First-Time membership is still being offered, with a total of 702 members having joined under this program, and 659 maintaining their current memberships.

Regular members receiving printed publications: 8651

Regular members receiving online-only publications : 1651

Membership Categories:

Associate: 657

Youth:21

Student:37

Lifetime:218

Contributing:177

 Brass 101;

 Silver 50;

 Gold 14;

 Platinum 10;

 Ruby 1;

 Diamond 1

Business 244

 Regular 232;

 Silver 7;

 Gold 3;

 Platinum 1;

 Ruby 1

Education Annual Report (by Education Programs Lead, Corrine Dedrick)

1. Transition, change, and growth was the overall theme for Education Programs.
 - 2018 started with a new Education Coordinator, part-time, replacing part-time Gillian who replaced the retired associate editor.
 - By the end of 2018, three team members had held the position, the role being returned to a full time position.
 - The Traveling Workshops Coordinator has announced his retiring from the position and his assessment that the program is not sustainable
 - Pat Holloway announced her impending retiring from the Programs Committee, effective June 2019.
 - Programs continue with in-person workshops, lectures, and online webinars
 - New Fred R. Tischler OnLine Worksop Program development in process with Chapter 190 and Lex Rooker, support from Pam Tischler, Mike Dempsey, Dave Lindow, Ken Delucca
 - workshop platform to beta test at local chapters in late 2019.
 - Utilizing the school as a makerspace to engage the local community with hands on community projects using clock and watch tools FY '20.

2. Columbia Workshops
 - Slight decline in FY '19 in number of workshops scheduled as well as number of participants.
 - AL Dodson retiring (maybe teach customized project class)
 - Introductory courses remain more popular than higher-level courses.
 - 22 workshops held with 102 participants
 - 50 workshops scheduled
 - FY '18 Columbia Workshops
 - 30 workshops held with 135 students attending
 - 56 workshops scheduled

3. Traveling Workshops
 - Decreased activity
 - Predicted strengthen with online workshops
 - Sherline to host Kieffer Lathe workshop in San Diego for late FY '19.
 - 3 traveling workshops held with 15 participants
 - 3 traveling workshops scheduled
 - FY '18 Traveling Workshops
 - 2 workshops held with 9 participants

- 4 workshops scheduled

4. Webinars

- 10 webinars held with 691 participants
 - FY '18 Webinars
 - 10 webinars held with 700 participants

Finance Annual Report (by Controller, Jennifer Byers) Controller's Annual Report Fiscal Year Ending March 31, 2019

December 2018 saw Charles Auman retire as Controller after close to 13 years service and Jennifer began where Chuck left off.

The total unaudited operating revenue for the FY'19 was \$1,772,845.

The total membership revenue for FY'19 was \$995,026, as compared to FY'18 of \$1,036,567 or a 4.0% reduction in membership revenue.

The total operating expenses were \$1,871,326, compared to FY'18 expenses of \$2,023,444, which is a 7.5% expense decrease.

The NAWCC investment balance was \$2.9 Million as of March 31, 2019, compared to \$2.6 million as of March 31, 2018 with over \$100,000 in income and capital gains.

The 2019 fiscal year had an overall unaudited operational shortfall of (\$65,830).

The staff continues to review their spending to make the best use of the NAWCC dollars.

The National Convention revenue was \$121,727 compared to \$49,223 for FY'18.

We received a grant from the Pennsylvania Historical and Museum Commission for \$17,000 in FY'19, compared to \$12,695 in FY'18.

We bid out our auditors and will be paying \$13,725, a savings of \$4,100 this year compared to \$17,800 last year.

Member Services Report – March 2019

Pamela J. Lindenberger, Member Services Manager

Individual Memberships	Mar 31	Feb 28	Jan 31	Dec 31
*Regular/Student/Youth	10,360	10,410	10,405	10,459
Associate	657	664	661	661
Life	218	217	219	219
Total Individual	11,235	11,291	11,285	11,339

Contributing Memberships				
Brass	101	100	95	95
Silver	50	50	49	51
Gold	14	13	13	13
Platinum	10	10	10	10
Ruby	1	1	1	1
Diamond	1	1	1	1
Total Contributing	177	175	169	171

Business Memberships				
Regular	232	236	240	238
Silver	7	7	8	8
Gold	3	3	2	2
Platinum	1	1	0	0
Ruby	1	1	1	1
Total Business	244	248	251	249

Total Membership	11,656	11,714	11,705	11,759
Gain/Loss	-58	9	-54	-14

*Regular with Online Only Publications and Student/Youth – 1696 (16%)

*International (included in figures above) – 673

Institutional Subscription Bulletin subscribers - 16

Total New & Reinstated Members

	Mar	\$52	<i>(Feb)</i>	Mail	/ Phone	/ Web	/ Reg	MGI	Highest
								/Telemarketing	Member #
New	68	56	99	6	11	51	0	0	183,321
Rei	107		81	15	25	33	0	34	
Total	175		180	21	36	84	0	34	

Suspended Members	Total	Paid-to-Date	Net
Apr 1 (Mar 31 expiration)	281		
Mar 1 (Feb 28 expiration)	311	82	229

Dropped Due to Non-Payment	
Feb 1 (Jan 31 expiration)	167

Dropped Due to:	
Deaths	4
Resignations	14

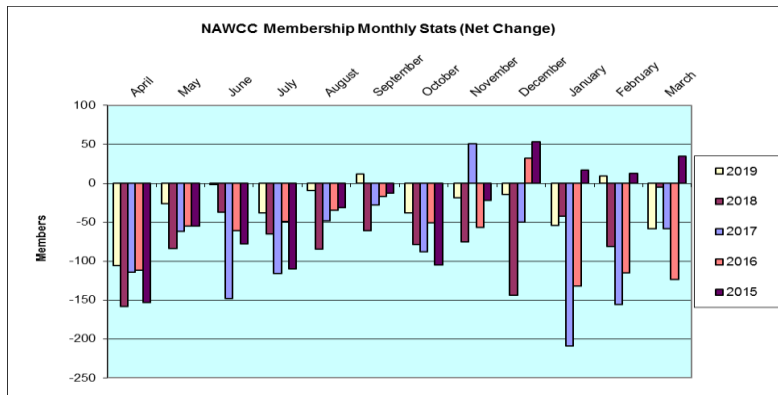
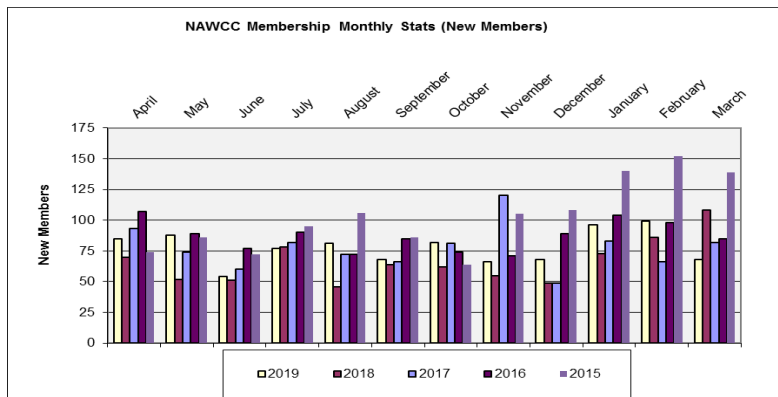
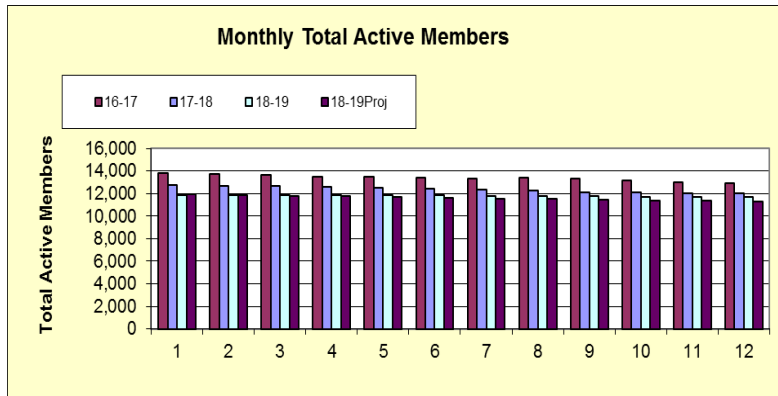
FY / YTD Totals – 4/1 to 3/31

	New Members	Retention	Member Net
2018 / 2019	932	-1275	-343
2017 / 2018	794	-1710	-916
2016 / 2017	928	-1954	-1026
2015 / 2016	1041	-1817	-776

Phone Logs

Helped member	196
Helped non-member	105
Redirected	162
Renewal	75
New/Rei member	22

MEMBER SERVICES REPORT – MARCH 2019



Notes of Interest for Third Quarter (January-March):

- 34 past members renewed this quarter thru telemarketing company's quarterly calling period.
- Two regionals submitted 20 memberships. Of those 3 were Introductory. We had an additional 50 Introductory memberships.
- Nine new Introductory members renewed for a full year this quarter.
- Eight \$35 member recruitment vouchers were issued. Seven were redeemed. Due to \$52 first-time memberships not eligible, few vouchers were given out.
- For this quarter 185 members joined at the First-time Special Discount membership. Seven of those joined at local regionals.

Pam Lindenberger, Manager
NAWCC Member Services