

Executive Director's Report March 2011

Membership

Fiscal Year starting April 1	March 2011	March 2010	YTD 2011	YTD 2010		
New Members	171	133	1,303	1,301		
Lapsed Members	(121)	(288)	(2,141)	(3,146)		
Net Gain (Loss)	50	(155)	(838)	(1,845)		
Twelve Month Comparison			3/31/2011	3/31/2010	Gain/(Loss) vs. prior yr.	
Regular Members			16,322	17,207	(885)	-5.1%
Family/Associate			1,102	1,138	(36)	-3.2%
Life			241	244	(3)	-1.2%
Contributory			148	126	22	17.5%
Business			222	158	64	40.5%
Total Members			18,035	18,873	(838)	-4.4%
Budget Dues FY	\$116,280		\$1,214,230			
Actual Dues FY	\$124,186		\$1,203,151	\$1,264,209	(\$61,058)	-4.8%
Difference	\$7,906		(\$11,079)		vs. budget >	-0.9%

Fiscal year-to-date membership is down 838 (4.4 percent) compared to down 1,845 (8.9 percent) last year and down 807 the preceding year.

Finances

FY 2011 OPERATIONS SUMMARY

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
FIRST QTR	498,543	570,281	(71,738)	0	2,860	(74,598)
SECOND QTR	516,887	545,864	(28,977)	0	6,000	(34,977)
THIRD QTR	637,276	602,170	35,106	0	6,075	29,031
JAN 11	174,432	150,686	23,746	0	2,210	21,536
FEB 11	195,993	183,112	12,881	0	0	12,881
MAR 11	161,762	165,085	(3,323)	49,450	0	46,127
YTD ACTUAL	2,184,893	2,217,198	(32,305)	49,450	17,145	0
YTD BUDGET	2,223,410	2,283,540	(60,130)	77,130	19,600	(2,600)
YTD VARIANCE	(38,517)	66,342	27,825	(27,680)	2,455	2,600

Income for the current year is 1.7 percent below budget, while expenses are less than budget by 2.9 percent. The net actual shortfall is \$32,305 (1.5 percent) on the YTD expenses of \$2,217,198 before capital and transfers.

Investments

Funds	VALUE		INSTRUMENTS
	COST	3/31/2011	
NAWCC Investment Fund	\$387,135	\$353,371	Corporate Bonds, CD & Cash
Life Membership Fund	128,329	77,011	Stocks, Bonds & Cash
Museum & Library Investment Fund	242,810	249,375	Bonds, Equities, CD & Cash
Standard Investments	758,274	679,757	

Long-Term Investment Account		Cash, Corporate Bonds, Mutual Funds
NAWCC Investment Fund	154,369	154,730
Museum Endowment Fund	303,910	307,368
Museum & Library Investment Fund	538,809	542,969
Library & Research Center Endowment	88,453	94,763
School Endowment	173,395	179,222
Sub-total Long-Term Investments	1,258,936	1,279,052
 Total Investments	 2,017,210	 1,958,809

The current values on investments reflect paper gains and losses due to market fluctuations. Since 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.

Development

Regular donations total \$160,538 YTD versus \$170,293 the previous year. Grants total \$0 YTD versus \$23,923 last year. Endowment/investment fund donations total \$9,740 versus \$22,709 last year. Pledge payments YTD are \$10,192. In-kind donations total \$9,607 versus \$11,474 last year. In-kind donations do not include items donated for which the value is not determined.

The annual fund campaign through the end of March had total donations of \$43,325 compared to \$52,461 last March. The average donation per donor is slightly less than last year. The number of donors this year is 360 compared to 413 last year. Total donations from all recorded sources are \$175,885 compared to \$227,264 for the prior year.

Information Services

A new Business Directory Module has been installed for our website. All the Business Members have been transferred to the new Directory, and new categories have been added to create a better fit for the specialties some of our Business Members offer. The search functions work well and we can include business descriptions as well as logos. We are working on another module that will integrate with the Directory and display the geographical location of each Business Member. Once all that is finished we will make the Directory available for our members and website visitors. We currently have 220 Business Members.

IS in conjunction with Publications has purchased a server for the WatchDig site and installed Centos (Linux) on the server and installed the server at the co-location site. It is up and running and accessible at <http://watchdig.org> . We are beginning to populate the site with information.

The Barracuda Backup Device is working very well. We tuned and reconfigured the device and are now performing full backups and only using 58 percent of the capacity of the backup server.

The little media center we set up has come in handy for the following type of services. We copied ten Library DVD videos as extras to replace damaged DVDs to have available to send to members for viewing. We created DVD videos from existing VHS tapes to augment the Library DVD videos so members can view videos as DVDs as well as the VHS tapes. We created DVDs from media files for use in Museum exhibits.

School of Horology

Classes continued for the month of March with C-1000 (Misc. Clock Movements) and C-1100 (Machine Tools and Construction) for the clock program and W-900 (Making Parts) and W-1000 (Chronographs) for the watch program. The School held two (2) tours for prospective students.

Jennifer Adams attended an ACCSC Webinar on Maximizing Program Advisory Committees. Sam Sherman attended a college fair to promote the School. The School is in discussions with the Department of Veterans Affairs-Vocational Rehab to offer apprenticeships to VA students in the Service Center.

The SOH service center has had a steady stream of watch and clock repair work. The service center continues to repair and sell timepieces on eBay for customers. The customers are required to pay for repairs, and the service center receives commission off each sale. The School eBay Store continues to list School items as time allows. The School also continues to sell items on the 4Sale\$NAWCC site when items are available.

Museum/Library

The Museum's admission revenue for March was \$2,101. Visitation for March was 771 visitors, including 36 NAWCC members (4.7 percent). NAWCC Store sales for March were \$6,961. The Museum answered follow-up questions for its submitted checklist for the American Association of Museums accreditation. The principal concern regarding accreditation at this time is strategic planning. Neither of the Association plans approved by the Board will meet the AAM standard for the Museum. The Museum is discussing time frames with the AAM for the drafting of a plan exclusive to the Museum. This may delay the accreditation process because drafting a strategic plan is a time-consuming process involving several stakeholders. We should be prepared for these to be issues as we move along in the accreditation process.

The Museum's online searchable collection database recorded 2,794 searches via the database's website. The Museum received material from the estate of the late Ursula Metsker, and it is being evaluated for possible accession to the collection. The Museum loaned several items for an exhibit at the Musée International d'Horlogerie in Switzerland. The Museum has a new volunteer (an NAWCC Member) to assist the Museum Curator with cataloging the Museum's collection of watches.

The Museum began receiving loans for 2011's exhibit, Clockworks. Objects have been borrowed from The Strong Museum's National Museum of Play, Landis Valley Museum, Toy Train Museum, and from NAWCC members and private individuals. Exhibit setup will begin in April with the exhibit opening to the public on Friday, April 22. An extension was arranged for the current loan of Ian Fleming's Rolex wristwatch. It will continue to be exhibited throughout 2011.

A proposal was submitted to the OMEGA watch brand for sponsorship of the 2012 exhibit on time and sport. OMEGA has expressed interest in serving as the title sponsor for the exhibit given their close connection with Olympic timekeeping. The Museum Director is currently developing a plan for promoting NAWCC membership with Museum visitors that highlights the local benefits of NAWCC Membership.

The Library had 145 visitors for the month and loaned 289 items; 104 research and reference questions were answered, 137 items were donated, and 7 acquisitions were purchased.

Publications

The April *W&C Bulletin* was mailed from Cadmus on Tuesday, March 29. The June *W&C Bulletin* was planned in March and will feature part one of an extensively researched article by Bryan Vernimb and Snowden Taylor on the Hopkins Clockmakers of Litchfield and Harwinton, CT; a profile of contemporary watchmaker William Iles by new author Raymond Kelly; and at least seven additional shorter articles. Donors for fiscal year 2011 will be part of the June issue. One request was made for the 2010 Bulletin Index, which did not appear in the February *W&C Bulletin*. Articles for future *Bulletins* continue to be received, peer reviewed, and processed.

A decision was made in March to move Chapter Highlights from the *Bulletin* to the *MART* and to reduce the *Bulletin* page count by one 16-page signature. Because Chapter Highlights are usually from 21 to 25 pages, this will actually provide space for more content in the *Bulletin*. Some content, including stories published elsewhere about NAWCC members and chapter newsletter articles will now be regularly featured in the *Bulletin* under a new feature heading titled "Mosaic."

The April *MART* was delivered to the vendor on Tuesday, March 8. Custom emails, Constant Contact group emails, and letters continue to be sent to Regionals, auction houses, and members to encourage advertising.

The April *MART* saw significantly higher income than the preceding four months but was still lower than the June 2011 issue, which was \$26,439.55.

The June *MART* will feature Chapter Highlights, the inclusion of which will necessitate other content changes in the *MART*. (Some editorial content may be moved to the *Bulletin*.) The *MART* heading for June has been redesigned and the name has been changed to *MART & HIGHLIGHTS*.

Richard Watkins' book on watch collecting is still under peer review. Philip Balcomb's *The Clock Book* is in process. Proofreading is complete on the revised Spittlers/Bailey *Clockmakers & Watchmakers of America by Name and by Place*, and queries have been returned to Tom Spittler. Watchdig.org was relocated to a new NAWCC server and will become active in April.

A homeschoolers ad was created for the Museum Educator. Clockworks exhibit banners and an invitation were designed. Press releases continue to be copyedited as needed. The landing page of the Publications section of the website was given a facelift, the books section was reformatted, and a right-side navigation module for use throughout the website was designed.

Communications

Communications maintained the various NAWCC websites, monitoring and troubleshooting all NAWCC online resources, plus technical advice and individual customer service via phone and email. The April/May edition of our bimonthly eHappenings member newszine was developed. We are working with Higher Logic to coordinate the new upgrade to our Community sites. We sent a Constant Contact email blast to advertise Appraisal Class, sent special email for volunteers to test our new Watch exam, and sent targeted Appraisal Class Constant Contact mailing to FSW Watch Graduates. Various other Constant Contact e-press releases and notifications were sent. The development continued for our new Business Member directory computer program. Additional digital advertising was sold. Printed and mailed the newsletter for Chapter 3, invoiced and emailed additional chapter notices and newsletters. Communications also helped edit and update Chapter websites, handled emailing of Chapter 83's Mart flyer, helped scan Clockworks invitation for use as posters/flyers, distributed Clockworks flyer to area merchants and schools, mailed invitations to Clockworks Opening, sent press releases for Clockworks, Talking Clocks, April Calendar of Events, Sleepover (follow-up) to area media. Updated media list for use in distributing press releases.

Communications planned and set up St. Patrick's Day luncheon, met with Chamber of Commerce to discuss arrangements for Chamber Mixer, and assisted in setup and teardown of hosted event. Contacted more local wineries to secure their involvement in Wine & Chimes, met with YCCVB PR Coordinator, and investigated further options for use of \$500 deposit with Antique Auto Museum. Coordinated catering of the Chamber Mixer, worked with Special Events team to plan for Exhibit Opening. Called and emailed breweries and restaurants in preparation for our summer Hops 'N Clocks event. The Communications Director also attended the March Chapter 11 meeting in Maryland and gave a presentation on the NAWCC website and our growing Internet footprint; sent a special email ad blast to membership in the Maryland area, advertising the Chapters 12, 141, and 11 April Joint Meeting.

Education/Volunteers

Education continued to prepare materials for the new watch valuation course and held our first workshop for the calendar year (hairsprings). We continue to take webinar demos from several companies on their software, as well as webinars on best practices of webinars and hope to begin development of the webinar program this spring/summer. We picked up objects from local museums for the Clockworks exhibit and began the installation process for the exhibit, which will continue next month. We also sent out the invitations for the opening to be held April 21.

For the NAWCC School of Horology we downloaded the processing software for financial aid for the 2011-12 school year and processed initial award letters for applicants who had submitted the application fee for the 2011-12 school year. We also contacted students who are registered for the 2011-12 school year who had not

completed a FAFSA yet to encourage them to do so. As more student applications come in, they will be processed and their initial awards given.

We interviewed several candidates for summer internships for both collections and exhibit work. We also placed three new volunteers; two are volunteering through the United Disabilities Program in Lancaster, and another volunteer will be assisting in collections management and as a museum guide. Total Volunteer Hours for March: 572.5

Education held our first public family sleepover in March, with 36 children participating. The event was very well received by all those attending, and another sleepover will be held in November.

Facilities

Our annual fire extinguishers inspection was done and several of them needed to be recharged. We also had our fire sprinkler system check and filing updated. I canceled the elevator service contract of \$112 per month and have a proposal for the inspection at \$50.00 per month. I am working with the vendor to remove annual renewal statement, so I can bid it out annually. I have a contract for the lawn service at the same rate as last year.

Our Maintenance Supervisor, Ken Wolpert, has not been able to return to work. The Controller continues to handle many of the day-to-day maintenance items such as changing light bulbs, ordering maintenance supplies, and scheduling services. We started our spring carpet-cleaning program with the Museum Store.

We installed an exhaust fan in the School cleaning room to remove fumes. We used in-house labor and purchased direct the item needed to lower the cost of the project based on bids. The maintenance employee for the School resigned, and I added the School cleaning duties to other maintenance employees' schedule.

Admin/Other

Work continued on the budget for our fiscal year starting April 1 with the proposed budget being forwarded to the Finance Committee and then the Board in early April. The Museum in conjunction with Information Services was able to purchase a 32-channel digital video recorder to upgrade our security system. This was made possible through gifts from a chapter, an individual, and a matching gift.

In running the year-end statistics for our websites, we found that we have had phenomenal growth year over last year. The nawcc.org site had 465,865 visits (+26 percent) from 279,022 unique visitors. The message board site had 1,774,505 visits, up 46 percent over the prior year, and 8,282,821 page views. This message board visitation was from 1,028,123 unique visitors. When you add up all our sites, we had about 2.3 million visits.

The 4Sale\$NAWCC auction/classified site registered its 1,100th registered user on April 3. Listings continue on the light side, with currently about 55 listings. Those items listed are getting high visitation, with the top item having been viewed 1,556 times.

I attended meetings of the PA Coalition of Independent Museums and the PA Federation of Museums and Historical Organizations in addition to the Lone Star Regional early in the month.

J. Steven Humphrey, Exec. Dir. 4/19/11