

## Executive Director's Report December 2011

### Membership

Fiscal Year starting April 1, 2011	December 2011	December 2010	YTD 2012	YTD 2011		
New Members	107	107	921	862		
Lapsed Members	(70)	(83)	(1492)	(1663)		
Net Gain (Loss)	37	24	(571)	(801)		
Twelve Month Comparison			12/31/2011	12/31/2010	Gain/(Loss) vs. prior yr.	
Regular Members			15,826	16,412	(586)	-3.6%
Family/Youth			1,012	1,090	(78)	-7.2%
Life			239	243	(4)	-1.7%
Contributory			150	137	13	9.5%
Business			237	190	47	24.7%
Total Members			17,464	18,072	(608)	-3.4%
Budget Dues FY	\$120,230		\$816,610			
Actual Dues FY	\$118,148		\$828,242	\$856,552	(\$28,310)	-3.3%
Difference	(\$2,082)		\$11,632		vs. budget >	1.4%

Fiscal year-to-date membership is down 571 (3.2 percent) compared to down 801 (4.2 percent) last year and down 1,419 (6.9 percent) the preceding year.

### Finances - 2011 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
1ST QTR	525,917	579,019	(53,102)	0	0	(53,102)
2ND QTR	453,872	510,188	(56,316)	0	10,400	(66,716)
OCT 2011	183,012	183,801	(789)	0	4,978	(5,767)
NOV 2011	147,159	144,774	2,385	0	0	2,385
DEC 2011	181,530	181,020	510	0	5,949	(5,439)
YTD ACTUAL	1,491,490	1,598,802	(107,312)	0	21,327	(128,639)
YTD BUDGET	1,647,445	1,660,340	(12,895)	0	18,400	(31,295)
YTD VARIANCE	(155,955)	61,538	(94,417)	0	(2,927)	(97,344)

Income for the current year is 9.4 percent below budget, while expenses are less than budget by 3.7 percent. The net actual shortfall is \$94,417 (5.9 percent) on the YTD expenses of \$1,598,802 before capital and transfers.

### Investments

Short-Term Investment Account*	VALUE		INSTRUMENTS
	COST	12/31/2011	
NAWCC Investment Fund	\$529,707	\$469,804	Corporate Bonds, CD & Cash
Life Membership Fund	116,045	59,185	Stocks, Bonds & Cash
Midwest Scholarship Fund	29,185	30,807	
Library Acquisitions	12,890	12,773	
Museum Acquisitions	51,307	52,583	
Symposium Fund	5,000	4,920	
Standard Investments	744,134	630,072	

<b>Long-Term Investment Account *</b>	Cash, Corporate Bonds, Mutual Funds	
Heritage Fund	49,905	46,203
Museum Endowment Fund	306,469	293,680
Museum & Library Investment Fund	672,278	666,645
Library & Research Center Endowment	90,953	93,090
School Endowment	174,145	170,178
Pritchard Fund	44,120	40,070
Midwest Scholarship Fund	1,379	1,316
Sub-total Long-Term Investments	1,339,249	1,311,182
Total Investments	2,083,383	1,941,254

\*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/Library – Noel Poirier, Museum Director**

The Museum’s admission revenue for December was \$2,793. Visitation for December was 630, including 29 NAWCC members (4.6 percent). NAWCC Store sales for December were \$3,295. December 2011’s visitation exceeded the month’s average visitation for the last five years and was the second highest rate of visitation for the month since 2000. The Museum’s partnership with the Turkey Hill Experience attraction continues to bring in more family visitors to the Museum. (Family visitors were 17 percent of December’s visitors.) In addition, the Museum ran a promotion through Groupon that sold over 200 admissions (40 redeemed during the week between Christmas and New Year) to the Museum at a discounted rate, as well as exposing tens of thousands of Groupon subscribers to the Museum. Museum visitation for the 2011 calendar year was 13,229—over 1,200 more than in 2010. The Museum Director submitted the six-month progress report to the AAM Accreditation Commission. This included the recently approved long-range plan for the Museum.

The Museum’s online searchable collection database recorded 2,182 searches via the database’s website for the month and 30,347 searches for the calendar year. The Museum Director hired a new Library Supervisor, who will be starting at the beginning of January 2012. The Museum Director has narrowed down the applicants for the Gallet Guest Curator of Wristwatches position and is working out the logistics of bringing someone on-site in the spring of 2012. The Museum submitted a substantial number of objects to the Museum Collections Committee for accession in December.

The Museum continues to make loan requests to institutions and individuals for the loan of objects for the 2012-2013 exhibit season highlighting timekeeping in sports and the personal timepieces of military men and women. Articles were done for both a local publication and the NAWCC News soliciting objects from the general public and NAWCC Members. Objects loaned to the Swiss MIH for their exhibit on American horology are in the process of returning to the Museum.

The Museum and Library are continuing to work on the Hamilton Watch collaboration project. The Museum has been asked to digitize four reels of film relating to Hamilton Watch and sent those out for processing. Hamilton Watch is covering the costs of that effort. In addition, the Museum invoiced Hamilton for their NAWCC Ruby Membership for 2012. The Museum Director is in the process of redeveloping the Museum Timepiece Adoption Program to make it possible for more individuals to adopt timepieces while still offering opportunities for chapter donations as well. The Museum Director also has begun sending mailings to numerous local business leaders and corporations to solicit support for the Museum and the Library through the existing Museum Business Timekeeper Program.

The Museum proceeded with upgrades to the Museum theater. These upgrades included the installation of a 3D Blu-ray player, mid-range projector, and a new control system for the theater’s audiovisual equipment. These upgrades ensure that the theater will continue to serve as a valuable educational tool for our visitors as well as profitable space for outside groups interested in the space for seminars, workshops, etc.

The Library had 87 visitors for the month and loaned 136 items; 74 research and reference questions were answered, 603 items were donated, and 9 acquisitions were made.

### **Education/Volunteers – Katie Knaub, Education Director**

We used the new classroom space as a lunch area for the first school group this month, and they really enjoyed having the space to eat lunch. We met with the Board of Directors during their tour of the NAWCC facilities. We also met with the consultants for the capital campaign and are preparing materials they requested about the education programs of the NAWCC.

We updated information for the NAWCC School of Horology to retain access to Federal Financial sites because there were changes to several sites. We continue to field inquiries from potential students on how to apply for aid.

We received inquiries for volunteer opportunities for the new year. We now have a new volunteer for facilities tasks, which is a great help to staff. Total Volunteer Hours for December: 415

We held our annual Santa Claus and Make a Christmas Clock Workshop. We had over 40 children visit with Santa between the two hours and seven participants made the Christmas Clock. We conducted an outreach program for 30 preschoolers at the Strasburg Library. We are working on the event schedule for 2012.

Several days of this month were spent moving and organizing my new office space.

### **Publications - Diana De Lucca, Editor**

The March/April 2012 issue was the focus this month. This issue will feature the first of a series by Philip Samponaro on watch and clockmakers of Bristol, CT, specifically Ingraham and Sessions. The cover story is by Justin Miller about Black Forest musical clockmaker Wehrle. This issue features the first of a series on horology in art by Bob Frishman, who has generously volunteered to pay for Museum permission fees for art reproduction if needed. Also in the March/April issue is the NAWCC Awards and Fellows listing. Coordination with authors and peer reviewers continues on articles for future issues.

A special December *eHappenings* listed all of our October advertisers; several took advantage of the opportunity to place ads in this listing in exchange for committing to advertise in the *Mart & Highlights* for one year.

Twenty-one media kits for NAWCC advertising were sent to those who expressed interest after being contacted by Elise Leytham (from a listing prepared through search of other publications). The media kits include promotional material, a personalized letter, a copy of the *Mart & Highlights*, and an application to join the NAWCC.

Twenty-four January/February display advertisers took advantage of the new special offer allowing them to advertise in the online MART Marketplace.

Mart revenue to date for the fiscal year follows:

April 2011 - March 2012

Issue Number	Issue Date	Revenue per Issue
359	Apr-11	\$25,518.60
360	Jun-11	\$25,469.35
361	Aug-11	\$22,961.65
362	Oct-11	\$20,490.10
363	Jan-12	\$20,637.73

75 copies of Tom Spittler's *Clockmakers and Watchmakers in America by Name and by Place* were received for sale in the NAWCC Store. A flyer has been prepared for new members packets offering the book at a discount to new members. Final author alterations are in process on Richard Watkins' *Watch Collecting* book. Image scanning and digitizing text has been completed for Philip Balcomb's *The Clock Book* and layout designs are underway.

Work on WatchDig continues; holiday time off impeded some progress. Staff continues to post content and review all posts.

Staff continues to update nawcc.org as needed. Redesigns of the *Donate* and *Join* pages are still in process. The Bulletin Index was updated for 2011, including PDF files for the browseable index. Permissions were adjusted on the site to allow nonmember access down to the level of Bulletin issue table of contents. Only article PDF files are now restricted to members only.

Copyediting and proofing continue on all marketing material: primarily *eHappenings* and press releases. A recognition certificate was designed for Snowden Taylor and Bill Keller. A Past President webpage was created here: <http://www.nawcc.org/index.php/board-of-directors/nawccpastpresidentsandchairs>

### **Information Services – Kevin Osborne, IS Director**

We have ordered a new Barracuda Backup device to install at the co-location site to ensure regular backups of our Web servers. We have also purchased and installed a server at the co-location site to run MySQL and alleviate the excessive consumption of resources on the Message Board server. We will soon be installing the software on the server.

We have received the additional copies of Windows 7 and Office 2010 and are continuing the upgrade of PCs for our staff. The archivist's computer began reporting an imminent hard drive crash, so I replaced it with another PC already configured with Windows 7 and Office 2010. We received a new HP printer from George Kabacinski and used it to replace a 12-year-old laser printer in Publications. We upgraded the PCs in Publications to Office 2010.

We moved our existing Barracuda Backup device out of the server room and across the street to the School of Horology Repair Center. This arrangement provides us with reliable off-site backup and protects our data in case of serious damage to the server. We reinstalled the software for access to the phone system.

We have added two new employees. Sara Dockery is our new Library Supervisor, and Linda Grossman is part-time in Membership. New accounts and PCs were set up for both of them along with new phone assignments.

### **Communications – Markus Harris, Communications Director**

Communications edited and maintained all NAWCC websites and online resources and provided extensive technical advice and individual customer service via phone and email. Printed, mailed, and invoiced newsletters for Chapters 134, 141, 3, and 11. Attended 2012 BOD meeting re: marketing and member recruitment and retention. Created multiple new templates for NAWCC chapter website (Community site). Communications Director attended Super HUG Higher Logic Support Group seminar (Washington, DC). Sent email newsletters and targeted Constant Contact mailings on various topics. Finalized and sent special December Ad issue of *eHappenings*. Created and installed new greeting card plug-in functionality on NAWCC website. Developed and mailed out press packets for January Calendar of Events and Upcoming Exhibits for 2012 (NAWCC News). Developed new Web apparatus for Donation page and Joining facility software, sold advertisements on various Web platforms, conferenced via phone with radio sponsors for planning of coverage for 2012 Hops 'N Clocks and Wine & Chimes.

Communications and Special Events executed catering, lodging, and other support for BOD event (multiple meals on-site and at local vendors), set up and coordinated Santa's Arrival event, wrote thank you letters for all donations for Santa's visit (Royer's, Musser's, Interiors, etc.), and coordinated Employee Christmas Lunch at Symposium Restaurant.

## **School of Horology – Jim Michaels, School Director**

Classes continued during the month of December; W-700 Wristwatches and C-800 Platform and Lever Escapement Clocks. The School held its second Program Advisory Meeting on December 5. These meetings are to be held at least twice a year and are mandatory for accreditation.

The School enrolled a student for the W-800 Watch Technician course beginning January 9, 2012.

The School was closed December 19-31 for winter break.

The Service Center was slow the month of December due to employee vacation time and the holidays. This is typical for the month of December. The school eBay store continues to list school items as time allows. Repair receipts April-December were \$62,789, compared to \$33,450 for the same period last year. Items for resale from the repair center total \$5,380 YTD compared to \$4,061 last year.

## **Facilities – Chuck Auman, Controller**

In December we repaired the leaking boiler water pipe for \$1,725. We started several major projects for completion in January. We ordered the new heat exchanger, as well as the snow guards. We started to clean the Tower Clock roof areas, so if we get some nice weather in January we can coat these areas. We approved the quote to add the elevator shaft sump pump drain in December that will be installed in January.

The part-time maintenance volunteer has completed several tasks, including minor painting and building a cabinet for around the sink and sump pump in the classrooms. He added metal door kickers to all of the classroom wood doors.

Kenneth Wolpert, our former maintenance supervisor, is now in Hospice care.

## **Development – Steve Humphrey, Executive Director**

Regular donations total \$214,222 YTD versus \$127,073 for the previous year. Pledge payments YTD are \$11,500. In-kind donations total \$9,851 versus \$5,067 last year. In-kind donations do not include items donated for which the value is not determined. \$8,867 of the in-kind donations is for computer equipment through HP's employee matching gift program.

A grant of \$55,000 was received from the Crystal Fund with the assistance of NAWCC member Irénée du Pont who is a member of the Crystal Fund board. The funds are for the School, Tower Clock, and main building roof repairs and replacements.

Materials were gathered and forwarded to the Novis Group, who is assisting us with drafting a case statement for a potential capital and endowment campaign. John Bentz and a writer from the firm were on-site December 21-22 to familiarize themselves with the site and meet with staff.

December chapter contributions: Susquehanna Chapter 193 \$200 memorial donation; Rip Van Winkle Chapter 40 \$100 memorial donation; Peace Pipe Chapter 83 \$50 memorial donation; Kentucky Blue-Grass Chapter 35 \$250 memorial donation; and Sunflower Clock Watchers Chapter 63 \$400 memorial donation.

As of the end of December the 2012 Annual Fund Campaign has resulted in gifts totaling \$44,012 from 358 donors. This compares to \$33,164 from 264 donors last year when only one targeted annual fund mailing was sent versus two this year.

## **Admin/Other**

Sara Butler Dockery, our new Library Supervisor, started January 3. She is busy acclimating to the position. Once she has become familiar with the Library operations there are a number of projects that she will help implement. We are also considering applying for a grant to assist in making archival collections more accessible.

Thanks to Tom McIntyre and other Message Board volunteers, the vBulletin software that runs our message board was upgraded to the latest version over the New Year's Day weekend. This along with hardware improvements underway should help us better handle the over 2.6 million visitors expected in 2012.

The Board of Directors met in Columbia, December 1-3, to review facilities and staffing in addition to their meeting. They worked with staff in addressing financial and major maintenance needs for the current and next fiscal years. A preliminary budget was reviewed with budget approval for the 2012-13 fiscal year scheduled for the April electronic meeting.

Work continued with WatchFacts on providing discounted rates for their services to NAWCC members. Negotiations with Association Health Programs continued and should be completed in January to provide access to health insurance, business insurance, and other services to members. We are also going to work with them in the development of chapter insurance.

J. Steven Humphrey, Exec. Dir.      1/13/12