

Executive Director's Report June 2012

Membership

Fiscal Year starting June 1, 2011	June 2012	June 2011	YTD 2012	YTD 2011	
New Members	111	131	305	314	
Lapsed Members	(51)	(108)	(450)	(495)	
Net Gain (Loss)	60	23	(145)	(181)	
Twelve Month Comparison			6/30/2012	6/30/2011	Gain/(Loss) vs. prior yr.
Regular Members			15,455	16,167	(712) -4.4%
Family/Youth			992	1,068	(76) -7.1%
Life			236	240	(4) -1.7%
Contributory			150	146	4 2.7%
Business			263	233	30 12.9%
Total Members			17,096	17,854	(758) -4.3%
Budget Dues FY	\$90,020		\$252,580		
Actual Dues FY	\$89,093		\$254,039	\$259,025	(\$4,986) -1.9%
Difference	(\$927)		\$1,459		vs. budget > 0.6%

Fiscal year-to-date membership is down 145 (0.8 percent) compared to down 181 (1.0 percent) last year and down 252 (1.3 percent) the preceding year.

Finances - 2012 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
APRIL 2012	153,411	147,367	6,044	0	2,817	3,227
May 2012	162,135	191,509	(29,374)	0	0	(29,374)
JUNE 2012	145,924	147,261	(1,337)	0	0	(1,337)
YTD ACTUAL	461,470	486,137	(24,667)	0	2,817	(27,484)
YTD BUDGET	469,780	523,835	(54,055)	0	5,900	(59,955)
YTD VARIANCE	(8,310)	37,698	29,388	0	3,083	32,471

Income for the current year is 1.8 percent below budget, while expenses are less than budget by 7.2 percent. The net actual deficit is \$24,667 (5.0 percent) on the YTD expenses of \$486,137 before capital and transfers.

Investments

VALUE
JUNE 30,
2012

Short-Term Investment Account

NAWCC Investment Fund	504,870
Life Membership Fund	54,975
Library Acquisitions	10,742
Museum Acquisitions	57,267
Symposium Fund	14,988
Short-Term Investments	642,842

Long-Term Investment Account

Heritage Fund	142,092
Museum Endowment Fund	335,828
Museum & Library Investment Fund	694,286
Library & Research Center Endowment	97,186
School Endowment	176,294
Pritchard Fund	35,005
Midwest Scholarship Fund	43,514
Sub-total Long-Term Investments	<u>1,524,205</u>
Total Investments	<u><u>2,167,047</u></u>

*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 – Noel Poirier, Museum Director

The Museum’s admission revenue for June was \$5,756. Visitation for June was 1,454, including 63 NAWCC members (4.3 percent). NAWCC Store sales for June were \$3,566, although this figure does not include sales from the NAWCC National Convention, which were not fully processed until after July 1. June 2012’s visitation was well above the month’s average visitation for the last five years. The Museum redeemed 145 Turkey Hill Experience joint tickets this month, representing 13.8 percent of visitation for the month. The Turkey Hill joint ticket and the Museum’s own family ticket continue to be an increasing percentage of the Museum’s overall visitation, especially during the summer and peak tourism months. The Museum hosted two outside event rentals during the month of June.

The Museum’s online searchable collection database recorded 1,538 searches via the database’s website for the month. The Museum is finalizing plans with the Bavarian National Museum for the repatriation of a clock. We expect this to occur during the month of August. Gallet Guest Curator of Wristwatches Adam Harris continues to examine the Museum’s watch collection and refine descriptions, update photographs, and conduct research on the Museum’s behalf with watch manufacturers.

The Museum, with the assistance of an intern, began recording interviews with local veterans to be included in the upcoming Enlisting Time exhibit. These videos will be played in the exhibit gallery during the exhibit. The Museum is in the process of updating and relocating a couple of galleries in the Museum to better present the significant role played by NAWCC members to the Museum’s collection development, demonstrate the continuing process of horological preservation by members, and encourage Museum visitors to consider NAWCC membership as a means of supporting the Museum.

A representative from F. P. Journe will be visiting the Museum in July to discuss the installation of its “Steel Time” exhibit (currently on exhibit at the Forbes Gallery in NYC). Museum staff attended Hamilton’s 120th anniversary event in NYC in June. Discussions with Hamilton included continuing its support of the Museum after the 120th anniversary year ends. The Museum’s Hops ’n’ Clocks fundraising event tickets went on sale, and ticket sales are consistent with past years. In June Hamilton Watch donated an additional \$3,000 to the Museum’s 2012-2013 exhibit schedule; Gallet Watch donated an additional \$1,250 toward the 2012 Guest Curator and equipment for the photographing of watches valued at approximately \$1,750.

Library and Research Center - Sara Butler Dockery, Library & Archives Supervisor

The changes to the catalog and lending guidelines mentioned in the April report were completed. Members will now be able to see whether a book will need to be insured by looking at the catalog record. The Library’s lending guidelines have been rewritten to reflect the changes in our policies and published on the

Library's homepage. The guidelines also now include the Library's policy for overdue books, which was not previously included.

Greg Gorton has finished the catalog scans that he was working on, so the book scanner has found a new home in the Library. We have begun the process of training the Library's volunteers and AARP workers to use the new workstation. We plan to begin by scanning Hamilton's *Timely Topics* so that they can be uploaded on the website in time for the reunion in September.

Lending Library Activity

Total materials checked out -	167
Loans through mail -	50
Loans in house -	117
Programs borrowed for Chapter use -	6
Total Number of Visitors -	164
Students -	5
Non-members -	88
Members -	71
Fulfilled Research Questions –	137
Paid Non-members -	2
Library Processing Statistics	
Acquisitions:	2
Donations:	29
Cataloged Items:	59

Education/Volunteers – Katie Knaub, Education Director

Museum Education Programs and Exhibits - We attended the opening of the Hamilton anniversary exhibit in New York City and met with representatives from the company who will be assisting us in the celebration to be held at the Museum in September. We conducted an outreach program at the Penn State Extension summer meeting for educators on the history of the calendar and activities educators can do with students.

NAWCC Workshops - We worked with our watch workshop instructor to develop new workshop courses for the fall of 2012 and spring of 2013 and prepared this information for viewing on our website, our online registration tool, and in our publications. We held three workshops this month: a stenciling course, wheel and pinion cutting workshop, and an introductory pocket watch workshop. We are still seeking an instructor for clock workshops.

NAWCC School of Horology Financial Aid - We continue to maintain financial aid tasks associated with the School of Horology until notification is given to the Department of Education. We also spent several days organizing and cleaning out the registrar's office and other former School personnel offices and reorganizing those materials.

Volunteer Program - We have four new volunteers: one in the NAWCC Store, two in the Library/Archives, and one in Publications. We continue our training with our new Museum guides. We held our annual volunteer recognition picnic at the Conestoga House and Gardens. We recognized those volunteers in attendance and presented the annual Volunteer of the Year award to Janet Fox, who had volunteered in Member Services this past year while her son was attending the School of Horology. Total Volunteer Hours for June: 451.

Public Programs - We assisted in preparing material for the annual Hops 'n' Clocks event in July. We began our summer Make-N-Take program for the public and have a youth volunteer who will be assisting us with this program. Public Program/Events in June: 9.

Publications - Diana DeLucca, Editor

Watch & Clock Bulletin - The September issue was the focus this month. This issue will continue with Part 4 of Philip Samponaro's study on watch and clockmakers of Bristol, CT. A very short final Part 5, the epilogue, will wrap up this series in the November issue. Cover images for September come from another lengthy article on Borgel waterproof watchcases by David Boettcher. Walter Damerell's article on a water clock he designed and built will start the issue, and we will feature a video interview about this clock on nawcc.org in September. The featured article, accessible to the public and featured on watchdig.org, will be Bruce Shawkey's report on A. Lange & Söhne. The annual State of the Association will be published in the September issue.

Mart & Highlights - Constant Contact continues to be used to contact ePub subscribers, advertisers, and potential advertisers through a bimonthly email that showcases pieces from the Museum. These potential advertisers include auction houses and dealers.

Revenue for the July/August *Mart & Highlights* was \$24,195, slightly more than the May/June issue; see below.

Mart & Highlights Fiscal Report

Issue Number	Issue Date	Revenue per Issue
365	May-12	\$23,566.50
366	Jul-12	\$24,195.90

Elise Leytham and Hugh Dougherty made plans to attend the Sensoli World Wide Traders show in Baltimore on July 26.

Special Publications - Layout continues on Phil Balcomb's *The Clock Book*.

Websites - Several days of staff time were devoted to updating both Publications on nawcc.org with the latest editions viewable from a table of contents as PDF files or as Flash flipbooks.

WatchDig postings increased because of Publications' summer volunteer Julia Scheib's postings, and content continues to be received from Gallet Guest Curator Adam Harris.

Nawcc.org banners were redesigned for all areas of the site to have uniform color throughout the site when the Joomla upgrade is done.

Other Activities and Support Materials - Hugh Dougherty accompanied Museum staff to the F. P. Journe exhibit/discussion panel in Manhattan. Video from the discussion is currently being processed for Watchdig and as a new program for lending.

Copyediting and proofing continue on all marketing material, primarily *eHappenings* and press releases. Hops 'n' Clocks promotional material was created. A sign was developed for use on member's vehicles to promote the NAWCC. Promotional material for the Museum exhibit Enlisting Time was created.

Information Services – Kevin Osborne, IS Director

Websites – We have completed the transition of our websites to one server for the programs while handling all the databases and the MySQL engine on another server. Work has started on the upgrade to Joomla website software and our main nawcc.org website.

Hardware/Software - We continue moving the network users and major folders over to the new office file and print server here in Columbia. Some programs still need to be reinstalled on the new server, which are currently running on the old server. Once this is finished, we will decommission the old server.

Microsoft Sequel Server for the iMIS upgrade has been installed on the upgrade SQL server. We have also installed Server 2008 on the .net server for the iMIS upgrade. The new consultant for our iMIS association management software has started the upgrade to the software, which will take over a month to install, test, and implement.

Communications – Markus Harris, Communications Director

Communications updated and maintained NAWCC websites and online resources. Printed, mailed, and invoiced *British Horology Newsletter*. Communications Director Markus Harris sent several email newsletters and targeted Constant Contact mailings on multiple topics, including event notices and support for chapter meetings, BOD announcements, and local and regional events. Communications also mailed promotional materials to chapters in support of chapter events and wrote and sent the press release for our July Calendar of Events. The Web team continued to work on website upgrade, preparing Joomla sandbox for upgrade testing. Communications Director worked with Higher Logic to assimilate Community upgrades, sent the June edition of *eHappenings*, and provided customer service advice to members via Web and telephone.

Communications also printed out and mailed posters, flyers, and table tents for Hops 'n' Clocks vendors, made final arrangements for Board dinner at Annual Convention, sent posters for Hops 'n' Clocks to all Lancaster and York libraries, posted promotional info on Hops 'n' Clocks to area websites. Worked with events team to plan schedule for presentation of service awards, volunteer recognitions, and door prizes at annual picnic, handled all final arrangements for picnic, including confirmation and final count with caterer, confirmation with venue, purchase of items needed, email reminders for sign-up, organizing and packing up door prizes, loading and unloading all supplies needed on the day of the event into the venue and final cleanup. Researched color guards and bands for Enlisting Time exhibit opening, booked both a color guard and band for the event. Communications printed posters, menu, sign-up sheets, and designed email blast announcing the annual picnic event, plus additional Museum promotions.

Facilities – Chuck Auman, Controller

We received the insurance check for the roof wind damage, less our \$1,000 deductible, and we signed the contract for the roofer to add to his schedule. We added new roof walking pads and the 15-year warranty to the repair for \$1,000.

The white roof coating project passed inspection in June. The Crystal Fund donation received last December financed this project, with the final payment of \$42,000. This coating provides a 10-year warranty for this section of the roof. The Crystal Fund funded three projects, which included coating the Tower Clock's internal roof membranes and part of the School roof. We still have three sections of the Museum roof that will need attention in coming years.

The part-time maintenance person is cutting the grass and trimming the many bushes around the properties. We have reduced the outside contractor expenses and have improved the appearance of our grounds.

School of Horology – Steve Humphrey, Executive Director

Staff for the diploma programs at the School of Horology and Watch & Clock Repair Center were laid off in early June. Equipment and supplies were inventoried, and the building was made ready for use for short-term workshops.

Development – Steve Humphrey, Executive Director

Donations total \$167,508 YTD versus \$36,159 for the previous year. In-kind donations total \$4,191 versus \$264 last year. In-kind donations do not include items donated for which the value is not determined. A \$90,801 distribution was received from the estate of Ursula Metsker. A \$3,000 gift was received from Hamilton Watch for our 2012-2013 special exhibits.

June chapter contributions:

Peace Pipe Chapter 83 - \$500 unrestricted chapter challenge gift
Keystone Chapter 158 - \$300 unrestricted
Granite State Timekeepers Chapter 189 - \$75 Memorial donation unrestricted
Heart of America Chapter 36 - \$200 Memorial donation unrestricted
New York Chapter 2 - \$250 Annual appeal unrestricted
Old Timers and Fellows Chapter 22 - \$200: \$100 for Library and \$100 for Museum
Valley of the Sun Chapter 112 - \$500 for NAWCC Message Board.

Admin/Other

One week was spent attending the National Convention in Pasadena, including the two days for the Board of Directors meeting plus a number of committee meetings. I attended the annual meeting of the Lancaster County Community Foundation and a lecture by Mr. du Pont at Delaware Chapter 27. At the end of the month I took three days of vacation.

I continued work with our Education Director on an expanded set of workshops and classes to offset some of the loss in horological education resulting from the closing of the diploma programs. I was also involved in selecting the consultant for the association management software upgrade and maintenance. Once selected, a meeting and several calls were involved in getting this upgrade underway.

Much of my other time was spent catching up on emails and other work that was behind due to the Annual Convention and work on the budget in weeks leading up to the Convention.

J. Steven Humphrey, Exec. Dir. 7/12/12