

Executive Director's Report September 2012

MEMBERSHIP

Fiscal Year starting April 1, 2011	September 2012	September 2011	YTD 2012	YTD 2011	
New Members	75	122	560	639	
Lapsed Members	(156)	(139)	(990)	(1050)	
Net Gain (Loss)	-81	-17	(430)	(411)	
Twelve Month Comparison			9/30/2012	9/30/2011	Gain/(Loss) vs. prior yr.
Regular Members			15,189	15,964	(775) -4.9%
Family/Youth			973	1,036	(63) -6.1%
Life			236	239	(3) -1.3%
Contributory			151	149	2 1.3%
Business			262	236	26 11.0%
Total Members			16,811	17,624	(813) -4.6%
Budget Dues FY	\$96,520		\$512,230		
Actual Dues FY	\$71,854		\$483,561	\$515,845	(\$32,284) -6.3%
Difference	(\$24,666)		\$28,669		vs. budget > -5.6%

Fiscal year-to-date membership is down 430 (2.5 percent) compared to down 411 (2.3 percent) last year and down 583 (3.1 percent) the preceding year.

FINANCES - 2013 Operating Funds

	Income	Expenses	Net Inc/Exp
First Qtr FY'2013	461,378	486,135	(24,757)
July '12	137,424	161,365	(23,941)
August '12	133,620	133,572	48
September'12	129,561	170,102	(40,541)
YTD ACTUAL	861,983	951,174	(89,191)
YTD BUDGET	901,460	983,840	(82,380)
YTD VARIANCE	(39,477)	32,666	(6,811)

Income for the current year is 4.3 percent below budget, while expenses are less than budget by 3.3 percent. The net actual deficit is \$89,191 (9.4 percent) on the YTD expenses of \$951,174 before capital and transfers.

INVESTMENTS

	VALUE 9/30/2012	VALUE 9/30/2011	Increase (Decrease)
Short-Term Institutional Account			
NAWCC Institutional Fund	437,275	453,183	(15,908)
Life Membership Fund	52,178	60,210	(8,032)
Library Acquisitions	8,462	9,059	(597)
Museum Acquisitions	58,786	49,447	9,339
Symposium Fund	15,385	0	15,385
Sub-total Short-Term Institutional Funds	572,086	571,899	187

Long-Term Institutional Account

Heritage Fund	140,730	43,105	97,625
Museum Endowment Fund	349,909	275,029	74,880
Museum & Library Institutional Fund	722,391	685,994	36,397
Library & Research Center Endowment	101,259	84,703	16,556
School Endowment	183,407	160,365	23,042
Midwest Scholarship Fund	36,765	28,377	8,388
Pritchard Fund	45,703	38,859	6,844
Sub-total Long-Term Institutional Funds	<u>1,580,164</u>	<u>1,316,432</u>	<u>263,732</u>
Total Institutional Funds	<u>2,152,250</u>	<u>1,888,331</u>	<u>263,919</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 the quarter was \$11,777. Visitation for the quarter was 4,779, including 149 NAWCC members (3.1 percent). NAWCC Store sales for the quarter were \$20,357, including sales from the NAWCC National Convention. Visitation for the quarter was above the average visitation for the same period. The Museum redeemed 464 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 15 percent of visitation for the quarter. The Museum also took part in two promotions in September (Museum Council of Lancaster County's Museum Month and Smithsonian Magazine's Museum Day Live event.) The Museum hosted five outside event rentals during the quarter.

The Museum completed the repatriation of a German tower clock to the Bavarian National Museum in Munich, Germany. Gallet Guest Curator of Wristwatches Adam Harris finished his term with the Museum. During his tenure as a guest curator, Adam examined, photographed, and documented all of the wristwatches in the Museum collection. The Museum Curator is currently working on the creation of a list of recent donations to the Museum that will be presented to the Museum Collection Committee for accession to the Museum collection.

The Museum staff was busy this quarter with the installation of the Enlisting Time changing exhibit that opened to the public in August. The Museum relocated and updated the Hamilton Watch gallery to better tell the Hamilton story. Interpretive panels, provided by Hamilton Watch, were incorporated into the new Hamilton gallery as was a video of the factory produced by Hamilton in the 1950s. The NAWCC Members Contribution gallery was relocated to the very end of the Museum so that NAWCC Membership and contributions to the Museum could be better highlighted as the last thing our visitors see. Membership and donation information will be placed in the gallery. The Museum also began the installation of the short-term exhibit Steel Time, a collection of over 200 gunmetal pocket watches that has been exhibited in Tokyo, Geneva, and New York. This exhibit will open in October and run through December 11, 2012.

The Museum will be unveiling a new donor program that will incorporate two ideas from previous campaign efforts. The Friends of the Collection program will allow individuals to make annual donations that will be used exclusively for the care, preservation, and presentation of the Museum's collection. Donors over \$250 a year will be offered the opportunity to have their name associated with a specific object in the Museum collection. RGM Watches took a tour of the Museum with a number of its customers and enthusiasts during the quarter. They donated over \$2,500 to the Museum as part of the tour. The Museum Director is continuing the effort to cultivate support from the Hamilton Watch brand and FP Journe. The Museum Director worked on the drafts of the Capital Campaign Case Statement during the period.

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

In August the Library transitioned from our outdated locally hosted library cataloging software to a new online cataloging system at a cost of only \$425 a year. Library World is a cloud-based cataloging system, which means that we will no longer need to host the records on our server. The interface is Web based, allowing the catalog to be accessed from any computer without the need to download any software. This means that the staff can access the cataloging and circulation interfaces from any computer. The OPAC (Online Public Access Catalog) is also Web based, allowing our members the same level of catalog access whether they are in the Library or at home. The OPAC is also available through apps for iPhone, iPad, and Android.

Member access to the collection is improved with a more intuitive search interface that allows for keyword as well as more targeted searching. We are working on uploading scans of the tables of contents and indices of selected books so that members will be able to get a better idea of what is in a book before borrowing it. We are also able to upload scans of the book covers, which also helps to preview the books. By using a built-in request system members are now able to request books straight through the catalog, instead of having to fill out and mail in a loan form. We hope that these improvements will allow members to use the Library more often and more easily. The new software will also allow us to add periodicals to our catalog.

Because the new catalog transition went well, we decided to start allowing members to request books and videos online. Instructions have been added to the lending guidelines and announced on the Library's site. We are averaging about three or four online requests a week at the moment. We also set up a PayPal account for the Library, so that members can now pay lending fees with a credit card.

September 2012 by the Numbers

Lending Library Activity

Total materials checked out -	151
Loans through mail -	70
Loans in house -	81
Programs borrowed for Chapter use -	2

Material Types

VCR, DVD & Microfilm Loans -	69
Books and <i>NAWCC Bulletins</i> -	82

Total Number of Visitors -

Students -	6
Non-members -	53
Members -	25

Fulfilled Research Questions –

Paid Non-members -	1
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Library Processing Statistics

Acquisitions:	68
Donations:	87
Cataloged Items:	187

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We conducted an outreach program at a local child care center and had several other child care centers that scheduled summer field trips to the Museum. We held our annual Homeschool Day in September with 88 participants. We assisted with the Enlisting Time exhibit preparation and opening in August. We assisted in moving the Hamilton gallery in preparation for the Hamilton employee reunion celebration and also attended the Hamilton employee reunion held here at the Museum in September. Gallet Guest Curator of Watches

Adam Harris gave a webinar on the evolution of the wristwatch in August; 37 members registered for it and 30 people participated in the live version, while several others viewed the recorded version at their convenience following the webinar.

NAWCC Workshops

We held three workshops during this quarter, one of which was a new watch workshop on the jeweler's lathe, which was very well received by participants. We worked with Al Dodson, who will be teaching the clock workshops, to develop the clock workshop courses for the winter/spring of 2013. We prepared this information for viewing on our website, our online registration tool, and in our publications. We are also working with Gregg Perry, who will be conducting some conservation and restoration advance courses in the spring. We also developed ordering procedures with instructors for tools/supplies they will need for workshop and set up accounts with suppliers who we would be ordering tools from.

Education Visitation Attendance

July, Aug., Sept. 2012: Education programs: 145	2013 FY total: 262
Library Pass Participants: 212	Museum Guides Sold: 132

NAWCC School of Horology- Financial Aid

We continue to maintain financial aid tasks associated with the School of Horology until the Department of Education processes our School closing. This includes annual reporting of information that was previously handled by the school registrar. We also continue to organize materials/rooms at the School to better utilize the space for workshops.

Volunteer Program

We have a new volunteer in the Library/Archives area and one in the Gift Shop/Admissions area. We have also trained two new Museum guides to assist with large group tours and special events. Total Volunteer Hours for 3rd Quarter: 1,390

Public Programs

We offered the Make 'N' Take program during July and August on Mondays. We assisted with the annual Hops 'N' Clocks Museum and Library fundraising event, which again sold out. We attended Columbia's Annual Night Out Program to promote the Museum to the local community. We also began working on the 2013 schedule of Museum events, including a Civil War Ball, which we will partner with area organizers of the 150th anniversary of the Civil War next year and will coordinate with the Enlisting Time exhibit that will be on display.

PUBLICATIONS - Diana DeLuca, Editor

Periodicals – *Watch & Clock Bulletin*

The November/December issue was sent to press on September 27. The November/December issue includes a four-page tribute to Snowden Taylor from 14 contributors. Nine articles will be in the issue, and contributions were received from all of our regular columnists. This issue features the results from the 2012 Crafts Competition. Planning for the January/February issue is underway, with ten articles currently in the schedule and the 2013 Board and NEC election information and ballot. Eighteen new articles were received in this quarter and are currently under review or in various stages of production.

Periodicals – *Mart & Highlights*

Revenue for the September/October Mart & Highlights was \$25,531.90, an increase from the July/August issue; see below.

Issue Number	Issue Date	Revenue per Issue
365	May-12	\$23,566.50
366	Jul-12	\$24,195.90
367	Sep-12	\$25,531.90

Elise Leytham and Hugh Dougherty attended the Sensoli World Wide Traders show in Baltimore on July 26. They spent the day talking to potential advertisers and handing out advertising literature.

Other promotional efforts continue. Constant Contact reminder mailings are sent twice to current advertisers; non-advertising auction houses and dealers are sent one promotional email per cycle; advertising auction houses and dealers receive personalized reminder emails; for November, emails were sent to businesses listed in Horology the Index, and new business members received personalized emails. Phone calls are also made to past advertisers.

Special Publications

Phil Balcomb's *The Clock Book* is still in process with layout and editing modifications being done now.

Phil Samponaro's Bristol clockmakers book is in process. This is a compilation of the five-article series published in 2012, with the addition of Chapter 2, a version of which was published after Dr. Samponaro's 2007 Symposium lecture.

A compilation of Ed Sowers's repair articles, from the *Bulletin*, the AWCI, and *Clockmakers Newsletter* will be offered with the January/February *W&C Bulletin*, which also features Ed Sowers's last article.

Websites

The *Mart & Highlights* and *W&C Bulletin* continue to be processed as "flipbooks." Display advertisers continue to be featured on the Mart Marketplace.

Julia Scheib will continue to help Hugh Dougherty with Watchdig postings on Fridays through mid-December. Another intern will be sought for the spring semester.

Paul Serra worked as a technical consultant of Watchdig for several months. Paul helped devise Watchdig's new functionality. The site was transferred to a new server and redesigned, with more easily categorized content areas. The new Watchdig will go live, replacing the old site, within the next few weeks.

Other Activities and Support Materials

Copyediting and proofing continue on all marketing material: primarily *eHappenings* and press releases. A "clock-kit" flyer was designed for the Museum educator. A "truck ad" was designed for promoting the NAWCC (and will be featured in the November/December *Mart & Highlights*). Friends of the Collection signage was created for the Museum. The Annual Fund drive flyers and letters were redesigned. The membership applications were redesigned. The Case Statement for the Capital Campaign was edited. The *Keystone and Jeweler's Circular* digital files were organized for online viewing. Philip Morris's 2009 Symposium James Arthur Lecture, Tall Case Wood Works Clocks, was transcribed for publication.

INFORMATION SERVICES – Kevin Osborne, IS Director

iMIS – Association Management Software

We set up and configured two donated servers in preparation for our iMIS 15.2 upgrade. These were configured with Microsoft Server 2008 and Microsoft SQL 2008 purchased at discounted prices from TechSoup.

We upgraded iMIS to version 15.2 during the last week of August. It was a relatively smooth transition, except for the troubles we have been experiencing with the login/logout procedures. We are still addressing

this with workarounds and hoping to have a permanent resolution soon. We also have had to update a number of reports that we run in iMIS, but this is a normal issue when performing updates.

Websites

We installed a second server, migrated the NAWCC website, MySQL, and data files to the new server. We then reconfigured the original server and then moved the website and data files back to it from the new server. Both servers are now running, one functioning as the MySQL server providing the files to the server that is the website server.

We ordered and installed a new Barracuda Backup device for the Webservers at the co-location site and also installed a donated and upgraded server for WatchDig.org.

Local Network

We received six relatively new servers from another nonprofit entity. These servers were given to us at no charge. So far we have used two for the iMIS upgrade, installing Microsoft SQL 2008 on one and the iMIS .net server on the other. Of the remaining four servers, one is now used exclusively for our Exchange server and another was configured and installed as an upgraded server to host the new WatchDig.org website. This leaves us two small servers available for other operations as the need may arise.

During the summer, our large donated UPS failed during one of our outages. We purchased new batteries for it but discovered it had other problems. The repair would have been costly and risky on a 10-year-old piece of equipment. We returned the batteries and purchased two new smaller UPSs. Because we now have six running servers in our rack (and additional devices), we balanced the load between the two UPSs.

With the addition of the new servers and reconfigurations, we have migrated almost all files and programs from the old File and Print server to the new one. We only have a few more items to transfer and we will then shut down the old server. Once the iMIS upgrade and customizations are completed, we also will take the old iMIS .net server offline.

PC and Print Equipment

Four of the personal computers donated during the spring by George Kabacinski and HP have been installed in the Library and the Curator's office. We used one to replace the old PC at the front desk while the other two were installed in each Library office along with a scanner for use by our volunteers assisting with research. The PC installed in the Curator's office was put to use by our Gallet Guest Watch Curator Adam Harris. We also received from Gallet a light box to use in photographing our collection for our online database. We also replaced Pam's PC with one updated with Windows 7 and Office 2010.

George Kabacinski is retiring from HP and offered us one last donation. We are well set with most equipment here at NAWCC but took advantage of his generosity to request a replacement laptop for our Executive Director (his is more than three years old) and three color inkjet printers to replace older models in use by staff. In addition he has sent us three computers and monitors that we can hold in reserve for future needs. Thank you, George! We will miss you (and your generous donations)!

Museum and Library

We helped set up a video configuration for the Time Out and the Enlisting Time exhibits. We also installed two outside cameras overlooking the parking lots. We have purchased and installed a Buffalo Terastation with the generous donation of Frank Del Greco (thank you, Frank). This is a set of external hard drives in raid array that provide us with some 16 terabytes (16,000 gigabytes) of space to archive and store as much Library and archival information as we can digitize. This will include, but not be limited to, all the resource information on the website as we have opportunity to copy it over.

School

With the closing of the School, a number of computers, monitors, and printers had to be moved, reconfigured, and redistributed.

COMMUNICATIONS – Markus Harris, Communications Director

Communications updated and maintained NAWCC websites and online resources. Printed, mailed, and invoiced multiple chapter newsletters. Communications Director Markus Harris designed and sent multiple email newsletters and targeted Constant Contact mailings on assorted 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, writing and distributing press releases for July Calendar of Events, Enlisting Time, Watch Webinar, NAWCC Watch Auction, August Calendar of Events, September Calendar of Events, Homeschool Day, October Calendar of Events, Steel Time Exhibit Opening, Sleepover Event, etc. The Web team continued to work on website upgrade, initiated Joomla sandbox, and instituted first level of upgrade migrations for the website. Communications Director worked with Higher Logic to restore functionality between Community server and membership, edited and designed the October edition of *eHappenings*, and provided customer service advice to members via Web and telephone.

Communications also emailed Hops 'N' Clocks (H & C) participants confirming final arrangements and details, arranged for additional promos from media sponsor to ensure sold-out event, designed table layout for the H & C, wrote talking points for media sponsor to make during H & C, arranged for delivery of iced tea from Turkey Hill and pick up of ice from Little's Beverage for H & C, oversaw the fifth annual Hops 'N' Clocks bringing in over \$5,000 with a sold-out crowd of over 275 people, sent promotional materials to Tim Orr for use in Roadshow, began contacting returning and new wineries for Wine & Chimes (due to low commitment rescheduled the event for April 26, 2013), sent packets of tickets for Museum for use in promoting Museum Month, sent out invitations to local VFWs and American Legions, coordinated special events meetings to discuss details of Enlisting Time opening including menu, schedule for color guard, reenactors, quartet, and those speaking.

Communications helped advertise, promote, and support the Enlisting Time exhibit opening, contacted area newspapers for day of event coverage, which resulted in Fox 43 and Lancaster Newspapers, arranged for color guard and "Keeping Time" quartet to perform. Communications confirmed reenactors and designated representative to speak on behalf of Senator Toomey's office, held special events meeting to confirm menu and finalize other opening details, assisted in setup and teardown of event. The department formatted, printed, mailed, and invoiced newsletters for Chapters 89, 141, 1, 11, 3, 89, and 134, contacted wineries and restaurants for Wine & Chimes, developed NAWCC responsibilities for the Hamilton Reunion event, and coordinated the printing and mailing of informational/promotional materials for the 2012 Symposium. We called Jack Brubaker at Lancaster Newspapers to include in his column an invitation for former Hamilton employees and enthusiasts of Hamilton to attend the 120th reunion, sent Chuck a report indicating the number of copies made for Chapter newsletters, emailed restaurants to inform them of date change for Wine & Chimes, held special events meeting to discuss plans for Wine & Chimes and Hamilton Anniversary Reunion, contacted area media including Lancaster Newspapers and WGAL for coverage of Hamilton event, purchased gifts and food items for internal company events, coordinated plans including table arrangement and final count with caterer for Hamilton event, followed up on the listing of events for 2013 and the mailing of them to the SVCC, visited several locations for Employee Christmas Party and chose McCleary's in Marietta, contacted MainStay to secure block of rooms for December Board of Directors Meeting, and invoiced Chapter 19 for email blast.

FACILITIES – Chuck Auman, Controller

We filed a second insurance claim; we now have one for section A and section C of the roof. We have also had two roof repairs done this quarter. We have placed sandbags on the roof to hold the rubber in place.

The white roof coated section of the roof has not leaked since it had its final inspection in July. We now have a 10-year warranty for section D of the roof.

The water circulation pump was repaired this quarter, and the steam coil in the rooftop unit was also repaired.

We replaced seven windows that had rot in the lower sash at a much lower cost than originally estimated.

The full-time maintenance/security employee had surgery in May. He is incapacitated and in a rehab center now. We have lost this second full-time maintenance person. We have increased two other part-time workers hours but have not replaced any full-time employees. The part-time maintenance person is busy with the outside and inside building maintenance work.

DEVELOPMENT – Steve Humphrey, Executive Director

Donations total \$192,374 YTD versus \$69,188 for the previous year. In-kind donations total \$5,336 versus \$264 last year. In-kind donations do not include items donated for which the value is not determined. Over \$2,000 was received from Roland Murphy and RGM Watches as the result of an RGM customer tour he led at the Museum in which he requested contributions from those in the tour.

A grant application was submitted to the Crystal Trust for \$54,576 to assist with roof repairs.

Donation materials were prepared for the annual fund solicitation including *Bulletin* carrier sheets and direct mail pieces. Consulting firms were contacted to obtain proposals to assist with a capital and endowment campaign.

July to September chapter contributions:

- Great Plains Chapter 58 - \$100 unrestricted for chapter challenge
- Golden Empire Chapter 97 - \$150 unrestricted for chapter challenge
- California Council of Chapters - \$158
- Cog Counters Chapter 194 - \$200 memorial gift for the Museum
- Old Dominion Chapter 34 - \$500 unrestricted for chapter challenge
- Ozark Chapter 57 - \$500 unrestricted for chapter challenge
- Valley of the Sun Chapter 112 - \$500 memorial gift for the Library
- Ventura & Santa Barbara County Chapter 190 - \$500 unrestricted
- Chicagoland Chapter 3 - \$1,000 unrestricted for chapter challenge
- San Diego Chapter 59 - \$1,200 to the Museum for video equipment

ADMIN/OTHER

In July I hosted a representative of West Dean College and discussed its program in clock restoration. I attended the Cog Counters' annual meeting and picnic, the Eastern States Regional in Syracuse, the All-Texas Regional in Houston, and a planned giving conference in Orlando. I also attended the Hops 'N' Clocks and Hamilton 120th celebration at our Museum.

In conjunction with our Education Director and Controller, we have been negotiating with the instructors who will be teaching the new watch repair, clock repair, and clock restoration classes for the terms they will work under and their responsibilities.

I was also involved along with other staff in working with the consultant upgrading our Association management software (iMIS). The upgrade took place near the end of August and adjustments continued in September. A day of training also took place for staff involved with iMIS and its content management programs.

J. Steven Humphrey, Exec. Dir. 10/15/12