

Executive Director's Report March 2014

MEMBERSHIP

Fiscal Year starting April 1, 2013	March 2014	March 2013	FYTD 2014	FYTD 2013		
New Members	115	138	1,044	1,160		
Lapsed Members	(158)	(157)	(2,088)	(2,191)		
Net Gain (Loss)	(43)	(19)	(1,044)	(1,031)		
Twelve Month Comparison			3/31/2014	3/31/2013	Gain/(Loss) vs. prior yr.	
Regular Members			13,716	14,693	(977)	-6.6%
Associate/Youth			817	893	(76)	-8.5%
Life			234	236	(2)	-0.8%
Contributory			150	147	3	2.0%
Business			249	241	8	3.3%
Total Members			15,166	16,210	(1,044)	-6.4%
Budget Dues FY	\$108,715		\$1,222,140			
Actual Dues FY	\$106,920		\$1,141,666	\$1,155,500	\$13,834	1.2%
Difference	(\$1,795)		(\$80,474)		vs. budget >	-6.6%

Fiscal year-to-date membership is down 1,044 (6.4 percent) compared to down 1,031 (6.0 percent) last year, and down 794 (4.4 percent) the preceding year.

FINANCES - 2014 Operating Funds

	Income	Expenses	Net Inc/Exp
1st Quarter FY14	422,936	421,593	1,343
2nd Quarter FY14	453,523	470,877	(17,354)
3rd Quarter FY14	457,929	474,940	(17,011)
January 2014	200,456	162,254	38,202
February 2014	133,020	117,382	15,638
March 2014	197,165	169,624	27,541
YTD ACTUAL	1,865,029	1,816,670	48,359
YTD BUDGET	1,851,945	1,823,466	28,479
YTD VARIANCE	13,084	6,796	19,880

Current year income is 0.7 percent above budget, while expenses are less than budget by 0.4 percent. The actual net income is \$48,359 (+2.7 percent) on the YTD expenses of \$1,816,670 before capital and transfers.

INVESTMENTS

	Value 3/31/2013	YTD Additions	YTD Withdrawals	YTD Investment Change	Value 3/31/2014
Short-Term Investment Funds					
NAWCC Investment Fund	473,770	84,551	(91,304)	(30,640)	436,377
Life Membership Fund	44,970	0	(44,264)	(706)	0
Library Acquisitions	7,670	15,038	(14,779)	(237)	7,692
Museum Acquisitions	64,613	140	(31,587)	(3,704)	29,462
Symposium Fund	17,788	26,051	(6,491)	(191)	37,157
Sub-total Short-Term Funds	608,811	125,780	(188,425)	(35,478)	510,688

	Value	YTD	YTD	YTD	Value
	3/31/2013	Additions	Withdrawals	Investment Change	3/31/2014
Long-Term Investment Funds					
Heritage Fund	152,430	12,130	(1,998)	13,153	175,715
Museum & Library Institutional Fund	777,663	525	(34,814)	62,885	806,259
Museum Endowment Fund	379,976	2,514	(17,269)	33,064	398,285
Library & Research Center Endowment	110,966	1,000	(5,236)	9,085	115,815
School Endowment	197,429		(9,594)	15,980	203,815
NAWCC Endowment	2,688	54,276	(107)	122	56,979
NAWCC Endowment-Education	0	20,000	(42)	702	20,660
Midwest Scholarship Fund	40,304	0	(7,104)	2,986	36,186
Pritchard Fund	50,102	0	(1,348)	4,093	52,847
Sub-total Long-Term Funds*	1,711,558	90,445	(77,512)	142,070	1,866,561
Total Investment Funds	2,320,369	216,225	(265,937)	106,592	2,377,249

*Consolidated Long-Term funds actual balance - Individual named account balances are calculated.

The current values on investments reflect paper gains and losses due to market fluctuations. Actual gains and losses will only occur at maturity or when an investment is sold. The Life Membership Fund was merged into the NAWCC Investment Fund.

MUSEUM – Noel Poirier, Museum Director

The Museum's admission revenue for the quarter was \$8,328. Visitation for the quarter was 1,501, including 111 NAWCC Members (7.4 percent). Member visitation was higher than usual during this period (specifically January) due to the exhibition of the Tompion collection at the Museum that ended in January. NAWCC Store sales for the quarter were \$16,796 and included some Sherline tool sales. The Museum redeemed 107 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 7 percent of visitation for the quarter. In general Museum visitation and subsequent store sales were flat this quarter due to inclement weather patterns that limited physical visitation and forced the Museum to close at times.

The Museum, with assistance from volunteers, removed the Thomas Tompion display, packed, and crated the clocks for their return to the United Kingdom. The cases that housed the display are being repurposed, with one case remaining in the lobby for displays and the second case being used in the Member Contribution gallery in the Museum itself. The Museum took possession of a rare Ansonia Street Clock during the quarter. The clock has an unbroken provenance from its manufacture to its arrival at the Museum. It is mostly complete and ultimately will be restored and displayed in the Museum. The Museum completed the deaccession of a significant number of objects that were deemed to be of poor quality or duplicate items. These items will be disposed of within the next few months via auction or transfer to other museums.

The Museum's Wristwatch Gallery was made available to the public this quarter with new graphic interpretive panels and two micro-exhibits highlighting novelty watches and the watches of James Bond. The Wake-Up exhibit ended in December and the gallery space prep work began for the installation of 2014's Mystery Clock exhibit that will open in May 2014. The Museum also began planning for the installation of an exhibit of material usually relegated to storage for later this summer.

The Museum Director completed the application process for the Museum's Pennsylvania Historical and Museum Commission's General Operating Support Grant for 2014. The Museum also raised money for the creation of a stand for the eighteenth-century Joseph Eberman Tower Clock, including writing and submitting a grant request to the John Frederick Steinman Foundation, Lancaster, PA. The Museum Director began working with the Museum Collections Committee Chairperson on the drafting of a vision plan for the

Museum, as well as continuing to work on the Museum's Security Plan, Re-Interpretation Plan, 5-Year Museum Special Exhibit Schedule, revisions to the Museum's Collection Plan, updating the Museum's Strategic Plan, and the implementation of new Museum Store Point-of-Sale and Web Store system.

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

The online version of the Wake Up and Write postcard exhibit that was on display in the Library was created in January. The cards, which all feature alarm clocks, are online from Robert Hensley, who has kindly given us permission to scan and upload his collection. The exhibit in the Library was taken down in March, so we could return the cards. A new exhibit on the Studebaker Watch Company was installed. The new exhibit features items from the Library's collection, including ads, catalogs, correspondence, and watches from the Museum's collection.

I have removed the student designation from the visitor numbers. Going forward, students will be counted as members or non-members. While the School of Horology was open, it was helpful to have an idea of how many of the students came across the street to take advantage of the Library. Since the school closed, we have continued to keep track of the occasional student visitors from workshops or other classes, but I do not think that separating out these visitors is particularly helpful at this point.

The March/April issue of the *Watch & Clock Bulletin* includes a piece written by Lynn Schuessler, who has been working with the archival collection donated by Christopher St. J. H. Daniel. Lynn talks about what is included with the collection and how much she has learned in working with it. The pictures on the back cover of the issue were chosen by Lynn from the collection and illustrate some of the sundials designed by Mr. Daniel.

In February we put together an order of the supplies that we needed to continue with the projects we've been working on lately and realized that we did not have enough money in the budget to buy them. We have had a lot of volunteer participation in the past (fiscal) year, which means we've been able to complete a number of projects, but this also means we spent more than usual on supplies. Thankfully, one of our members came through with a donation that allowed us to buy the supplies we needed to continue with our work.

In March we finished rehousing the master copies of our DVDs in sleeves and archival boxes, which has reduced the space they take up in the archives from eight shelves to two. In addition to the Lending Library inventory that is ongoing, we have started conducting an inventory of the Program Committee VHS tapes and DVDs. These inventories will allow us to ensure that the catalog accurately reflects the collection.

January-March 2014 by the Numbers

Lending Library Activity

Total materials checked out -	374
Loans through mail -	197
Loans in house -	177
Programs borrowed for Chapter use -	31
OPAC Searches	2,784

Material Types

VCR, DVD & Microfilm Loans -	164
Books and NAWCC Bulletins -	210

Total Number of Visitors -

Non-members-	70
Members -	84

Fulfilled Research Questions –

Paid Non-members -	4
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Library Processing Statistics

Acquisitions:	73
Donations:	63

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We took down the alarm clock exhibit and packed and returned the clocks that were on loan for the exhibit. We worked with an intern to develop the logo and artistic material for the upcoming exhibit on mystery clocks. We worked with several individuals for lending material for the Mystery Clock exhibit. We also offered several field trip programs with the assistance of Education volunteers.

NAWCC Workshops/Webinars

We held six workshops during this quarter. We are continuing to add new workshops as instructors develop new workshops and offerings of current workshops. We are transiting the workshops to the new online view in iMIS with considerable time being spent learning the new way that events are set up and viewed in the web version of iMIS. We coordinated the handout materials for students, supply purchasing, room setups, and building opening and closing for the instructors. We are coordinating efforts to get the online learning system in place with ScholarLab. We are still trying to get the integration done between ScholarLab and iMIS. We taped our first online workshop with ScholarLab and instructor Tony Paster. It was a full day of taping and we are looking at ways with ScholarLab to decrease the taping time. We continue to work with volunteers to process and make available the slide/tape programs as online streaming programs for members.

Education Attendance

Jan-March 2014:	Museum Education programs:	44	2014 FY total:	595
	Library Pass Participants:	63	Museum Guides Sold:	8
	NAWCC Workshops:	32	2014 FY total:	201

Volunteer Program

We have five new volunteers: one in the Museum and one in Membership, two in the Library, and one in the Gift Shop. We also had a graphic arts intern with us for a month from Italy. She developed the Mystery Clock graphics as well as the Hops N Clocks and fall Time Travelers dance material. Total volunteer hours for quarter: 1,186.75 hours.

Public Programs

We held an Alice in Wonderland Tea in February for children, with our own Markus Harris serving as the Mad Hatter. We held our annual spring sleepover at the end of March. New this spring, we held a Time Travelers dance on the weekend to mark the change to Daylight Saving time. It was a roaring 20s dance with a live band. We had more than 60 attend this new event. Public Program/Events Quarter: 130

PUBLICATIONS – Monica Elbert, Editor

Periodicals—Bulletin

The March issue included six articles and a roundup of the 2013 award recipients. One article was on the discovery of America’s oldest watch, and another article was on the clock and bell at the Old South Meeting House in Boston. The May/June issue was sent to the printer on March 8. It includes 10 articles from members as well as the usual features. Highlights include the cover story on the resurrection of a Hasham clock, Chicago vintage electric clock makers, and the submarine commanders’ watch.

Periodicals—Mart

Revenue for May 2013-March 2014 was:

Issue No.	Issue Date	Revenue
• 371	May 13	\$19,882
• 372	July 13	\$23,087

- 373 Sept. 13 \$23,893
- 374 Nov. 13 \$18,662
- 375 Jan. 14 \$24,874
- 376 March 14 \$28,653

Total revenue for the Fiscal Year was \$140,262

We used the recent *Smithsonian Magazine* article on Columbia, PA, as one of the best small towns to visit in promotional and advertising materials. (The Museum was pictured in color on the front page, top of the fold, in the March 22 *Intelligencer Journal/Lancaster New Era* article.) We added a Mart Marketplace Member Advertising link to the NAWCC homepage and continued promotional emails via Constant Contact. And we have been updating our ad trades with other periodicals.

Special Publications

We finished the Samponaro book and are wrapping up the Shelley reprint. Two potential books are being considered. One would be a compilation of the series Owen Burt did on Durfee. The other would be by David Morrow, who took what he learned from Jerry Keiffer’s course and turned it into a piece on wheel cutting.

Websites

WatchDig has been revamped and currently is running as nawcc/watchnews. It is still under construction, and we are hoping to have regular updates to it on a weekly basis. The sleek new site is easy to navigate and full of potential. We are working on making the Publications section of the NAWCC website easier to use.

Other Activities

We continue to prepare ads and information for the coming National Convention and Ward Francillon Symposium, as well as information for this year’s Board election. The department has been working on design and editing for Museum exhibit and promotional materials (Mystery Clocks exhibit, Hops N Clocks event) and *eHappenings*. We have also worked on Chapter handbooks and membership plaques.

New Employees

Mel Trago came on board in January as our Creative Services Production Leader, replacing Carol Spencer Morris. The new editor, Monica Elbert (yours truly), joined the staff in February. The transition in the department is going smoothly.

INFORMATION SERVICES – Kevin Osborne, IS Director

iMIS Association Management Software

We upgraded from iMIS 20 to 20.1. In October we moved from iMIS 15.2 to iMIS 20 but found that an additional upgrade to 20.1 was necessary to take advantage of the iMIS Content Management System. We also upgraded the 14 workstations to iMIS 20.1. We again coordinated the iMIS installation with Bob Lane and IBC so that IBC could install the Single Sign On as soon as the iMIS upgrade was finished.

After employing Lane Services for the past few years we have made a business decision to return to using IBC as our iMIS vendor.

Website

Since going live with the new website on the new server, we have also moved over the 4Sale site to the new server. This necessitated the renewal/purchase and installation of an SSL certificate. We had to time this carefully to coincide with the actual move of the site and the expiration of the old SSL certificate. It was a little close, but we made the transition with no problems.

This leaves the old webserver running the Hamilton Database and the Watch and Clock Bulletin Quick Index. We are working to find new software for these databases because the current software is no longer

supported. Once we find the new software, we will install it on the new server and move the databases to that server as well. Then the old webserver will be available for other uses.

The number of NAWCC Slide Shows now available online is up to 20. They are also available in DVD format from the Library.

PC and Print Equipment

We replaced/upgraded four PCs: one for the Publications Department, one for the Marketing and Special Events Department, and two PCs related to the School. All are running well and enabling their users to effectively carry out their responsibilities!

With all the snow events we had been experiencing, we set up additional VPN accounts for three employees in our Membership Group as well as three members in our Publications Department and the Store Manager. We configured four laptops and one PC to enable the VPN connection.

Museum and Store

We installed a new POS system for the Store and the Museum. The POS system is a network install and is up and running.

We assisted in the dismantling and shipping of the Thomas Tompian clock exhibit. We disassembled one of the large exhibit cases that came with the clocks and reassembled it in the Members Area section of the Museum. The other exhibit case we maneuvered across the lobby floor to a new placement in front of the windows.

Network

In preparation for our repairs on the HVAC system in the building, we have reconfigured an unused but relatively new server that was donated a few years ago by George Kabacinski and HP. It originally was used as our Exchange server, which we migrated to another server. This reconfigured server will be used to run the revamped HVAC system and as such will be networked to be accessible remotely to those with responsibility for the system.

We upgraded the server's hard drives, doubling the drive capacity. The server already has more than enough memory to carry out its functions and is running Windows 2012 R2. This edition of Windows Server is a virtualization edition, which will, among other features, allow us to migrate it easily and quickly to another server in the event we need to upgrade.

The license for this server was one of three licenses that we purchased from TechSoup for a tenth of the retail cost.

COMMUNICATIONS – Markus Harris, Communications Director

The Communications Department continued to carry out its various duties in the maintenance and upgrade processes of our various NAWCC websites and online resources, finalizing and tweaking the final implementation of the redesigned main website (and updates to supporting Web services and sites). Communications Director Markus Harris began what should be an extensive redesign of the NAWCC Community software interface to match recent changes to the main website and to improve functionality and encourage greater use by the membership. As usual, Communications was kept busy formatting, designing, producing, and sending multiple Constant Contact email blasts on behalf of member chapters, BOD actions and announcements, and in support of national and regional association events. Communications mailed promotional materials to chapters in support of chapter events and wrote and distributed press releases for Workshop schedules (NAWCC News), the Queen of Hearts Tea, the Pritchard Prize (AWCI watch schools), the March Calendar of Events, the James Bond Watch Exhibit, the Speakeasy Bash, the Family Sleepover, and the April Calendar of Events. Communications Director Harris continues to work with chapters to develop and maintain their website presence via the Community software system and updated the Chapter Website tutorial to reflect recent backend changes in Community. Both the February and April editions of

the online e-zine *eHappenings* were compiled and distributed. Communications Director Harris provided entertainment for the Queen of Hearts Tea event. As always, customer service advice was provided to members via the Web and telephone.

Communications arranged for assorted services at various events and meetings, coordinating and helping oversee the Queen of Hearts Teas event (after printing and distributing flyers and supporting the setup and entertainment for the event). Communications formatted, printed, mailed, and invoiced newsletters for Chapter 1, Chapter 3, Chapter 141, and Chapter 159, as well as continued to work with the Special Events Team. The Communications Department contacted the editor of *Wood Magazine* in support of a feature story about NAWCC member Greg Perry, to be done in coordination with advertising, as well as confirming advertising arrangement and membership with EAIA publications. Communications also prepared and shipped membership materials for the River Cities Regional and arranged for feature and on-site taping for the James Bond exhibit with Chuck Rhodes/WHTM-TV 27 as well the Speakeasy Bash promotional video spot, also aired on WHTM TV 27. We provided ad materials and support for Daylight Saving Time segment for television's Good Day PA, initiated new ad placements in *Maine Antique Digest* and *Antique Trader* magazines, and developed an ad campaign for Lancaster Chamber Newcomers Guide and York Visitors Center, as well as KidStuff Coupon Book. Special Events Coordinator Kim Craven arranged the annual St. Patrick's Day luncheon for staff and also scheduled this year's NAWCC picnic.

Communications also targeted media for advance stories/features on our upcoming Hops 'n' Clocks event. Team member Kim Craven also attended a special Memory Seminar sponsored by SVCC and successfully secured funding from the Owls Fraternal Organization requesting funding for Museum programs. Communications further collaborated with SVCC, the Columbia Mayor's Office, and town reps in coordinating a marketing effort to promote Columbia as one of America's "Best Small Towns to Visit" by *Smithsonian Magazine*.

FACILITIES – Chuck Auman, Controller

In January we had our quarterly and semiannual automatic sprinkler system inspection and test completed.

With the amount of snow we had this quarter, the weight of the snow shorted out part of the security system, and at a cost of \$2,839 we had wires rerun and replaced.

With the amount of roof repairs and roof coating completed this year and last, the amount we spent of the building repairs was below budget by \$11,200. The equipment repairs continue to be over budget by \$10,045. This quarter we replaced seals in two major pumps, repaired the steam coil in roof top unit, and reset the boiler that would shut off and not come back on.

We spent \$5,631 for snow removal this year, compared to a budget \$3,100.

We continue our recycle program and recycled 2,260 pounds of paper and cardboard this quarter. We have a different recycling company that we use instead of our regular waste hauler, saving \$60 per month.

We have started our spring cleanup and continue with our inside painting.

DEVELOPMENT – Steve Humphrey, Executive Director

	FY2014	FY2013	FY2012
Unrestricted Contributions	\$116,008	\$134,441	\$123,416
Restricted Contributions	\$230,216	\$199,753	\$187,502
Endowment Contributions	\$254,090	\$6,043	\$37,978
Total Contributions 3/31	\$600,314	\$340,237	\$348,896

Unrestricted contributions were 13.7 percent less for the 12 months, compared to the previous fiscal year. Restricted contributions were 15.3 percent more than the previous fiscal year. Endowment contributions

reflect the start of the For All Time endowment and capital campaign plus any bequest designated for endowment.

January to March chapter contributions:

Orange County Chap 69	Area of Greatest Need	200.00	
Kentucky Bluegrass 35	Area of Greatest Need	250.00	
Ventura & Santa Barbara County Chap 190	Symposium	25,000.00	
Southwestern Chap 15	Digital Camera	200.00	
Keystone Chap 158	Area of Greatest Need	35.00	
Carolina Chap 17	Webinars	100.00	
Carolina Chap 17	Library	100.00	
King Cotton Chap 48	Museum	500.00	Extraordinary Give
Central New York Chap 55	Museum	500.00	Extraordinary Give
Atlanta Chap 24	Area of Greatest Need	500.00	In Memory
Central Tokyo Chap 108	Area of Greatest Need	10.00	
Buckeye Chap 23	Digital Camera	1,100.00	
Buckeye Chap 23	Education	4,900.00	
Lone Star Chap 124	Library	25.00	In Memory
Lone Star Chap 124	Library	50.00	In Memory
Ventura & Santa Barbara County Chap 190	Field Suitcase Workshops	300.00	
Tower Clock Chap 134	Eberman Tower Clock Stand	1,000.00	
Inland Empire Chap 53	Area of Greatest Need	50.00	
Inland Empire Chap 53	Museum	50.00	
Peace Pipe Chap 83	Library	100.00	
New York Chap 2	Area of Greatest Need	250.00	
San Diego County Chap 59	Pocket Watch Webinar	1,000.00	In Memory

Other gifts include \$8,333 from the Betty R. Deroski Revocable Trust, \$2,500 from Hamilton International for the Library, \$1,000 from the Mary Elizabeth & Gordon B. Mannweiler Foundation for Library supplies, \$1,000 from the Columbia Fraternal Association for programs, \$500 from the Columbia Elks for the Museum, plus numerous gifts from members and several corporate matching gifts.

The 2013-2014 Partners in Time annual fund realized 443 gifts from 422 donors totaling \$52,686. This is less than the previous year by \$17,072. Part of the decline is due to \$7,000 less from a smaller match and less gifts from the Lancaster Community Foundation's Extraordinary Give Day. The reduction may also be impacted by gifts to the endowment and capital campaign.

ADMIN/OTHER

Membership was down 57 in January, 43 in February, and 43 in March. This represents a decline of 0.9 percent for the quarter, which is better than projections. Dues income, which varies from actual membership numbers based on whether members pay early or late, was off more than expected as outlined in the financial reports for the last three months. Calls by our marketing firm to reach out to lapsed members for the October to December quarter resulted in 21 percent or 70 of the 335 lapsed members reached reinstating their membership. Membership for the year was down 1,044 members or 6.4 percent, with most of the decline in the first half of the year.

We continue to work with the eight chapters that have had their tax exempt status revoked after having it granted as part of our group exemption granted December 2012. I continue to file 990-N returns for some of our chapters that have not been affected by the revocations.

We continue to fine-tune the nawcc.org website that was updated in October. We are learning to use some of the Web features of our Association management software that we obtained in the November upgrade. We continue to work on our 4Sale, nawccgifts.org, and community websites to bring their designs up to date.

Monica Elbert started as Editor for our publications on February 3. After a short overlap to help train Monica, Diana De Lucca retired in February after 14 years with the NAWCC. Mel Trago Jr. started in the position of Creative Services Production Leader in the Publications Department on January 20. This position is responsible for the production of the *Mart & Highlights* and WatchDig and assists other departments with graphic design. Doug Vera, who started as a part-time Gallery Attendant in October 1999 in conjunction with the opening of the expanded Museum, retired in March. Gregory Gerhart, a volunteer in the Museum, was hired to fill the Gallery Attendant position.

In January we hosted New York area representatives from Rolex and Swatch to see the Tompion exhibit and our Museum and Library collections. I attended the Greater Los Angeles Regional at the end of January and also made a number of visits for the For All Time campaign. A contract was awarded to install new HVAC control systems using grant monies awarded in the fall from the Crystal Trust. Besides ongoing business, all available time is being used for the endowment and capital campaign.

J. Steven Humphrey, Exec. Dir. 4/15/14