

## Executive Director's Report December 2014

### MEMBERSHIP

Fiscal Year starting April 1, 2014	December 2014	December 2013	FYTD 2015	FYTD 2014		
New Members	108	74	796	679		
Lapsed Members	(55)	(107)	(1,310)	(1,580)		
Net Gain (Loss)	53	(33)	(514)	(901)		
<b>Twelve Month Comparison</b>			<b>12/31/2014</b>	<b>12/31/2013</b>	<b>Gain/(Loss) vs. prior yr.</b>	
Regular Members			13,233	13,860	(627)	-4.5%
Associate/Youth			791	828	(37)	-4.5%
Life			229	234	(5)	-2.1%
Contributory			154	144	10	6.9%
Business			245	243	2	0.8%
Total Members			14,652	15,309	(657)	-4.3%
Budget Dues FY	\$94,540		\$787,260			
Actual Dues FY	\$108,956		\$800,781	\$807,012	(\$6,231)	-0.8%
Difference	\$14,416		\$13,521		vs. budget >	1.7%

Fiscal year-to-date membership is down 514 (3.4 percent) compared to down 901 (5.6 percent) last year, and down 871 (5.1 percent) the preceding year.

### FINANCES - 2014 Operating Funds

	Income	Expenses	Net Inc/Exp
First Quarter FY'15	412,535	443,992	(31,457)
Second Quarter FY'15	470,755	473,226	(2,471)
October 2014	124,425	158,823	(34,398)
November 2014	143,340	161,854	(18,514)
December 2014	166,771	159,426	7,345
YTD ACTUAL	1,317,826	1,397,321	(79,495)
YTD BUDGET	1,314,365	1,359,535	(45,170)
YTD VARIANCE	3,461	(37,786)	(34,324)

Current year income is 0.3 percent above budget, while expenses are over budget by 2.8 percent. The actual net income is -\$79,495 (-5.7 percent) on the YTD expenses of \$1,397,321 before capital and transfers. The net is more than budgeted by \$34,324. December income includes investment drawdown of \$16,557.

### INVESTMENTS

#### NAWCC Investment Fund

	3/31/2014 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	12/31/2014 Value
<b>Short-Term Investment Funds</b>					
NAWCC Investment Fund	436,377	1,502	(63,125)	17,925	392,679
Library Acquisitions	7,692	4,321	(11,129)	216	1,100
Museum Acquisitions	29,462	1,977	(7,426)	1,015	25,028
Symposium Fund	37,157	4,985	(4,743)	1,399	38,798
Sub-total Short-Term Funds	510,688	12,785	(86,423)	20,555	457,605

	3/31/2014 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	12/31/2014 Value
<b>Long-Term Investment Funds</b>					
Heritage Fund	175,715	24,375	(129,227)	8,731	79,594
Museum & Library Institutional Fund	806,259	5,607	(43,224)	6,156	774,798
Museum Endowment Fund Library & Research Center Endowment	398,285	6,699	(13,258)	710	392,436
School Endowment/Education	115,815	3,762	(3,956)	719	116,340
NAWCC Endowment	224,475	0	(7,774)	1,666	218,367
Midwest Scholarship Fund	56,979	8,009	(1,806)	2,040	65,222
Pritchard Fund	36,186	0	(9,566)	278	26,898
	52,847	0	(386)	349	52,810
Sub-total Long-Term Funds	1,866,561	48,452	(209,197)	20,649	1,726,465
Total Investment Funds	2,377,249	61,237	(295,620)	41,204	2,184,070

\*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.

## **MUSEUM – Noel Poirier, Museum Director**

The Museum's admission revenue for the quarter was \$13,215. Visitation for the quarter was 2,316, including 144 NAWCC Members (3.9 percent). Quarterly visitation was strong and included a number of group tours. NAWCC Store sales for the quarter were \$11,606. The Museum redeemed 219 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 9.5 percent of visitation for the quarter.

We continue to work with the software support team to troubleshoot issues with the new point-of-sale and eCommerce system. The new online store module continues to be problematic, and we are working closely with the eCommerce support staff to work out ongoing issues. The shipping module was recently updated to allow for integrated USPS pricing, and we are working to ensure that credit card sales and coupon codes are working correctly.

The Museum's new Curator of Collections, Kim Jovinelli, started on December 1 and immediately began working on the liquidation of deaccession items produced last year. Watches from the New York University collection were sent to an auction house for a May auction. Details will be provided on all the auctions at a future date. The Museum staff will be meeting with another auction house in January to discuss the remaining deaccession material. The Museum took possession of a ca. 1780 tallcase clock by Valentine Urletig of Reading, PA, and the Curator has been working closely with Curator Emeritus Carter Harris on studying and preparing this clock for future exhibition. The Museum also was given the tower clock movement from Trinity Wall Street Episcopal Church in Manhattan. This clock, a 1905 Howard No. 3 quarter striking tower clock, was used to ring in the New Year on Wall Street and was operating in the church on September 11 during the attacks on the World Trade Center.

The Museum took part again in this year's ExtraOrdinary Give event on November 22, 2014, organized by the Lancaster County Community Foundation. This year the Museum raised over \$20,000 during the 24-hour event—the highest giving level of any museum taking part in the event! The Museum applied for the Pennsylvania Historical and Museum Commission General Operating Support Grant for 2015. We anticipate receiving a similar amount to this year, or about \$12,000. Thanks to the efforts of Frank Del Greco and his match offer, the Ansonia Street Clock project was able to raise nearly \$5,000 this quarter, and the Museum

will be able to begin work on various components of the clock as well as a lobby display to highlight the project.

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

In October we held our second Watch & Clock Evaluation Day. Clock and watch experts, James Campbell, Al Dodson, Adam Harris, and Don Dahlburg, were available during our usual Saturday hours to research timepieces for visitors. Twelve groups attended and brought 20 watches and 7 clocks for our experts to look at. The groups were charged \$10 for two timepieces and \$5 for each additional piece. The event helped raise awareness of the Library and our services in the community and gave our experts a chance to look at some interesting watches and clocks.

In November the Library contributed to two exhibits in the Museum lobby and in the Library. Nancy Dyer and Al Dodson curated an exhibit of Telechron clocks in the lobby. The exhibit included holiday-themed ads from the Library's collection and examples of the clocks featured in the ads. Inspired by Nancy's idea, I put together a similar exhibit in the Library of holiday watch ads and examples of the advertised watches. Both exhibits ran through the end of December.

Thanks to a generous donation from the 2014 Mid-Eastern Regional and Chapter 17, we started to advertise for an archives intern, who will be paid a small stipend. As I mentioned in September's report, we are overhauling the existing archives. We hope to find someone who can commit to spending a few months working with Nancy on this ongoing project.

#### **Lending Library Activity**

Total materials checked out -	395
Loans through mail -	252
Loans in house -	143
Programs borrowed for Chapter use -	16
OPAC searches -	2,677

#### **Material Types**

VCR, DVD & Microfilm Loans -	170
Books and <i>NAWCC Bulletins</i> -	225

<b>Total Number of Visitors -</b>	231
Non-members	119
Members -	112

<b>Fulfilled Research Questions –</b>	256
Paid Non-members -	30

#### **Library Processing Statistics**

Acquisitions:	62
Donations:	111
Cataloged Items:	152

### **EDUCATION/VOLUNTEERS – Katie Knaub, Education Director**

#### **Museum Education Programs and Exhibits**

We conducted several education programs for student groups throughout the fall, including our annual Homeschool Day program. I also assisted in packing loan items for the Strathmore Museum and sat in on interviews for the curator position.

#### **NAWCC Workshops/Webinars**

We held 9 workshops during this quarter. We are continuing to work on the online workshop program. We placed our second online course live in November and have had 13 people purchase the course. We recorded our third online course with Jerry Kieffer on using the micro mill for bushing. We are working on the edits with Jerry and ScholarLab and hope to have the course available in January. We are working with NAWCC volunteer Robert Gary in the editing of programs from the 2014 National Convention and the 2014 Symposium, although we are still waiting on ppt presentations from some of the presenters. We held our two webinars in October and November with our guest curator of wristwatches, Adam Harris. Both of his presentations were on various aspects of wristwatches; 68 attended the October presentation and 65 attended the November presentation. The presentations are available online in a recorded version, and we have had 220 views of the recordings. We are scheduling future webinars to start in January, with one being offered each month. This program is being coordinated with support from the Program Committee.

### **Education Attendance - October-December 2014:**

Museum Education programs: 117 2015 FY total: 208

Library Pass Participants: 66

NAWCC Workshops: 35 2015 FY total: 138

Online Workshop Purchases: 16

Webinar Attendance Live: 133

Webinar Views Recorded: 220

### **Volunteer Program**

We have five new volunteers: two in the Museum Store and three in the Library. We also had one community service worker assist our maintenance staff with outside work and moving office space/reorganization to complete their required service hours. Total Volunteer Hours for Quarter: 1,045

### **Public Programs**

We conducted an outreach program at a local retirement home on the Museum and a brief history of timekeeping. We also assisted with the Daylight Saving event: Time Traveler's Disco Dance at the Museum. Our annual Mrs. Claus tea and story time/craft was held in December, with 33 attendees. We also worked with the Marketing Department on 2015 promotion for events in the first half of the year. Public Program/Events Attendance for Quarter: 91 (not including the Disco Dance attendees)

### **PUBLICATIONS – Monica Elbert, Editor**

#### **Periodicals—Bulletin**

The Nov./Dec. 2014 issue was mailed the week of Oct. 25, and the Jan./Feb. 2015 issue was mailed Dec. 20. The November issue featured cover art Part 1 of a three-part series on Fashion Calendar Clocks by Gerald Siegel. The January cover showcased the Museum's Waltham Baseball pocket watch and RGM's homage to it in wristwatch form, which were featured in Adam Harris' article on the unveiling of the RGM watch at the Museum and the RGM tour.

#### **Periodicals—Mart**

Revenue for July was:	Issue No.	Issue Date	Revenue
•	380	Nov. 14	\$16,096
•	381	Jan. 15	\$19,939

We sent letters to advertisers promoting our advertising special—buy five ads get one free. Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. We have been updating our ad trades with other publications.

### **Special Publications**

We are waiting for Donn Haven Lathrop to clarify a few final items and then the Shelley Tower Clock reprint should be ready for the press. We have been in contact with Owen Burt about compiling his series of articles on Durfee clocks into a book. David Morrow has expressed interest in having a book published on what he took from Jerry Keiffer's course on wheelcutting. We also fixed the pages for the *For All Time* campaign book.

## **Website**

Watchnews is being updated daily. We're growing on Twitter with 225 followers this quarter, up from 116 in the last quarter. We continue with our Twitter and other social media updates. We are exploring ways to make the Watchnews site more suitable for mobile platforms. Recruiting new contributors is ongoing. General tweaking and updating on the Publications section of the NAWCC website has been ongoing. We also proofread *eHappenings*.

## **Other Activities**

We have been working with the National Convention Chair and the Crafts Competition Chair on promotion and advertising of coming events. The department has been working on design and editing work for Marketing, Education, Member Services, and the Museum, including designing ads for Museum and educational events and revising membership and other forms.

## **INFORMATION SERVICES – Kevin Osborne, IS Director**

### **Network**

We used one of our donated servers to set up and install a Secondary Domain Name Controller. A Secondary Domain Name Controller provides redundancy so that, should our main Domain Server go offline, we still have login access to the Internet, iMIS, and email.

We were running low in disk space on our main file server. To remedy the situation, we migrated all the files and programs to another server with more disk space. This was accomplished by using a program installed on both servers called VMware. The process was done over the weekend and took about 9 hours to do the transfer and an additional few hours to complete the process.

### **Websites**

We purchased and installed a new SSL for the NAWCC iMIS .NET server.

The NAWCC 4Sale site has been updated to a newer version.

We created a Quick Join process to be used with the MGI program to increase NAWCC Membership. The process is written in iMIS and is called from our website page or a provided link.

In October the Message Board had files changed via spurious activity. Tom McIntyre found all the files and reset them to the correct files and resolved the issue. Thank you, Tom!

A used server rack was located and purchased (at a great discount) to house the web servers that are currently crowding our main server rack. The plan is to move them to the rack and add some donated switches to the network.

### **Backup**

Last November, having reconfigured the two Barracuda backup devices, we moved them across the street to the school and reconnected them. One came on and one did not. The options were to send the unit off to Barracuda and have it repaired for \$400 (a 7- to 10-day process) or to pay \$1,400 for a replacement unit of the same size.

Neither option put us ahead of the curve for future backup disk space needs. A decision was made to purchase a new larger unit to replace the current smaller older units we have been using. In addition to

increased disk space capacity, we now can (and do) back up all our data to the Barracuda Cloud, which doubles our data security.

Our Barracuda reseller was able to negotiate a \$1,000 trade-in for us on the failed unit (usually, it's only \$150). The new unit was received, configured, and is now backing up every bit of data that we have in house and it is only 34 percent full.

### **Online Learning**

We have added a new video to the NAWCC Online Learning program. It is called American Time Only Movement. This course covers the 8-day, time-only clock movement with an open mainspring, typically found in "American" clocks. The course will concentrate on the basic procedures needed in this course and for other online-based workshops. The student will learn and gain confidence with the following repair procedures: movement and mainspring cleaning; hand bushing; pivot polishing; and time train troubleshooting.

### **iMIS Association Management Software**

The new NAWCC Business Members Search is up and running. It can be found via the links on the NAWCC homepage. You can search by business name, category, and/or location. The results display the business description, the company logo, a graphic, email and website address, along with the phone number and physical address. Included is also a descriptive text about the business. We have had positive responses to the Business Members Search.

The database for the Business Members Search runs off of our iMIS Association Management software. It pulls the data from iMIS, which negates the need for an additional program to manage the information. An added advantage is that lapsed Business Members will not appear in the search until their dues are renewed.

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

The Communications Department continues to update and maintain NAWCC websites and online resources. Communications Director Markus Harris continued to coordinate multiple email newsletters and targeted Constant Contact mailings on numerous topics, including event notices and support for chapter meetings, BOD announcements, and local and regional events. Work moved forward on actualizing the new template designs for the NAWCC Community Chapter microsites and laying the groundwork for the next upgrade of the Joomla website to Joomla version 3.0+. Communications also mailed promotional materials to chapters in support of chapter events; writing and distributing press releases for our Tea Time with Mrs. Claus; Santa Sets His Watch; the November, December, and January Calendar of Events; Lancaster County Courthouse Clock; Frozen in Time; and New Curator Joins Clock Museum. The December edition of the online e-zine *eHappenings* was compiled and distributed. Newsletters for Chapters 11, 134, 141, and 159 were printed, mailed, and invoiced. Customer service advice was provided to members via Web and telephone.

Communications worked with the Special Events Team to coordinate arrangements for the Time Travelers Dance, worked with media sponsor WSOX, and a special documentary team, and press releases. We obtained extra coverage for DST, including an NPR interview with Museum Director Poirier, plus handled publicity for the Lancaster Courthouse Clock project (color spread in regional newspapers, Penn Live, etc.). The Events team also planned the Halloween luncheon, arranged the opening reception for the Lancaster County Courthouse Clock unveiling, met with the YCCVB, and handled accommodation reservations for Board members during their November meeting. Communications arranged (with Marion Krajewski) to advertise in *Antique Week* publication, also working with the Education Department to develop advertising items and a focus plan for promoting NAWCC Educational events. Kim Craven developed multiple holiday events: Mrs. Claus's Tea and Santa's visit, handling marketing of those events and developing special story tie-ins with local papers regarding the holiday schedule. Kim Craven submitted a new ad to *Scrawls Homeschool* publication and designed, printed, and posted signage for the Employee Christmas Luncheon.

Communications contacted *Southern Jewelry News* regarding online advertising, handled various photoshoots with the press for upcoming events, and assisted with function of those events. Communications worked in developing “Frozen in Time” event marketing posters and flyers for distribution. The department facilitated NAWCC adverts for appearance in *Shavings* publications winter issue and pitched a story to *Wood Magazine* (for article use) with photos of Greg Perry in support of spring seminars. In conjunction with the Museum management, we initiated a new plan to develop a focused event-central mailing list of emails extracted from Museum visitor polls.

**FACILITIES – Chuck Auman, Controller**

In October the new HVAC controls were completed. We continue to have minor problems and Dynatech has been very responsive to continue to adjust the controls.

The building airflow and air makeup were adjusted to maximize the new controls for the building airflow for heat and air conditioning.

The number 2 compressor is scheduled for repair by the end of March.

One of our volunteers has reworked the light fixtures in the Museum cases and fixed the Museum auto-video system. Our current system is too old for normal providers to work on it, so a big thank-you goes to Greg Gerhart.

We completed the bushes and tree trimming in November. We had several days of snow and needed to plow the parking lot. I attended an ice melt meeting where the vendor predicted a shortage of winter ice melt, so I purchased the amount of ice melt that we used last year.

In October we recycled 2,060 pounds of paper and cardboard.

**DEVELOPMENT – Steve Humphrey, Executive Director**

<u>Year-to-date Comparison</u>	FY15	FY14	FY13
Unrestricted Contributions	95,928.39	74,318.09	82,676.29
Restricted Contributions	228,933.91	174,302.00	194,620.52
Endowment Contributions	26,383.62	249,075.00	3,852.00
<b>Total YTD 9/30</b>	<b>351,245.92</b>	<b>497,695.09</b>	<b>281,148.81</b>

\*FY13 Restricted includes Metsker Estate

Unrestricted contributions were 29.1 percent more for the nine months, compared to the previous fiscal year. Restricted contributions were 31.3 percent more than the previous fiscal year. Endowment contributions reflect the For All Time endowment and capital campaign plus any bequest designated for endowment. Total contributions were down overall 29.4 percent, compared to the first nine months of FY 14, due to the decrease in endowment gifts.

October to December chapter contributions:

San Jacinto Chap 139	NAWCC Endowment	500.00	For All Time
Ventura & Santa Barbara County Chap 190	Area of Greatest Need	1,000.00	In Honor Of
Chicagoland Chap 3	Area of Greatest Need	250.00	Memorial
New England Chap 8	Area of Greatest Need	50.00	Memorial
Buckeye Chap 23	Library	300.00	Memorial
Rocket City Regulators 61	Area of Greatest Need	200.00	Memorial/Partners in Time
Great Lakes Chap 6	Area of Greatest Need	100.00	Partners in Time
Ozark Chap 57	Area of Greatest Need	500.00	Partners in Time

Sunflower Clock Watchers #63	Area of Greatest Need	500.00	Partners in Time
San Jacinto Chap 139	Area of Greatest Need	500.00	
New England Chap 8	Member Services	500.00	
Southwestern Chap 15	Ansonia Street Clock	100.00	
Southwestern Ontario Chap 92	Ansonia Street Clock	227.00	
Watauga Valley Chap 162	Ansonia Street Clock	200.00	
Pocket Horology Chap 174	Special Pocket Watch Publications	2,764.23	

Other gifts include a \$150,000 grant from the Crystal Trust for HVAC upgrades and a \$16,042 bequest from the Betty R. Deroski Trust. Other gifts and pledges to the For All Time campaign include gifts of \$400, \$25,000, \$1,000, \$500, \$500, \$770, \$3,000, and \$2,500. The Partners in Time annual fund has had three donors at \$1,000, one at \$750, twelve at \$500, and hundreds of smaller gifts. Donors will be acknowledged in the *Watch & Clock Bulletin*.

**ADMIN/OTHER**

Membership was down 105 in October, 22 in November, and up 53 in December. This represents a decline of 0.5 percent for the quarter. Membership for the year is down 514 members or 3.4 percent. Dues income, which varies from actual membership numbers based on whether members pay early or late, was ahead by over \$13,521 as outlined in the financial reports. Calls by our marketing firm to reach out to lapsed members for the July to September quarter has resulted in 17.4 percent or 54 of the 311 lapsed members reached reinstating their membership. The total number of lapsed members for the quarter was 484.

The online education portal had a new course posted at the beginning of December. The topic is “American Time Only Movement.” The course costs \$45 for members and has already had 16 registrants for revenue of \$720. Several other courses are at various stages of development. The Communications Department has completed most of the needed upgrades to the community website. The donation or giving pages for the various websites have been updated. A new business directory has been implemented to better highlight our business members. The option of using PayPal is now available for memberships, event registration, and donations. Work on upgrading the main website to work better on tablets, phones, and other mobile devices is underway, utilizing new responsive design templates. Work continues on the watchnews.nawcc.org website that is dedicated to modern wristwatch collectors. Mel Trago, Watchnews editor, continues to look for contributors who want to review watches, brands, or publish short online articles on modern watches. We are also studying the linking of an online archival database of watch material and the possibility of a Watchnews forum on modern watches.

Kimberly Jovinelli was hired as Museum Curator and started in December. She is currently hard at work learning the collections, procedures, plus the history of horology. There is a backlog of accessions and deaccessions to be addressed.

In October I attended the symposium on French horology in Ft. Lauderdale, FL. In November I traveled to Washington, DC, to attend a daylong session sponsored by our association management software firm for CEOs of associations that use iMIS software. November 20-22 was the NAWCC Board of Directors meeting here in Columbia.

The updating of the HVAC control systems was completed in October, and final setup and training was done. Member services has been busy with the membership marketing firm that has been retained for six months to actively solicit new members through direct mail, email, and other means. Membership solicitations went out in November and early January. To date, about \$10,500 in membership dues has been realized from the campaign.

J. Steven Humphrey, Exec. Dir. 1/14/15