

## Executive Director's Report March 2016 Quarterly Report

### MEMBERSHIP

Fiscal Year starting April 1, 2015	March 2016	March 2015	FYTD 2016	FYTD 2015		
New Members	85	139	1,041	1,227		
Lapsed Members	(209)	(104)	(1,817)	(1,676)		
Net Gain (Loss)	(124)	35	(776)	(449)		
<b>Twelve Month Comparison</b>			<b>3/31/2016</b>	<b>3/31/2015</b>	<b>Gain/(Loss) vs. prior yr.</b>	
Regular Members			12,549	13,288	(739)	-5.6%
Associate/Youth			750	787	(37)	-4.7%
Life			223	228	(5)	-2.2%
Contributory			162	152	10	6.6%
Business			257	262	(5)	-1.9%
Total Members			13,941	14,717	(776)	-5.3%
Budget Dues FY	\$106,800		\$1,089,210			
Actual Dues FY	\$107,542		\$1,084,867	\$1,127,087	(\$42,220)	-3.8%
Difference	\$742		-\$4,343		vs. budget >	-0.4%

Fiscal year-to-date membership is down 776 (5.3%), compared to down 449 (3.0%) last year, and down 1,044 (6.4%) the preceding year.

### FINANCES: 2016 Operating Funds

	Income	Expenses	Net Inc/Exp
First Quarter FY16	408,454	421,212	(12,758)
Second Quarter FY16	433,828	455,543	(21,715)
Third Quarter FY16	438,440	443,425	(4,985)
January 2016	186,566	152,271	34,295
February 2016	101,355	99,728	1,627
March 2016	178,936	170,459	8,477
YTD ACTUAL	1,747,579	1,742,638	4,941
YTD BUDGET	1,776,470	1,775,780	690
YTD VARIANCE	(28,891)	33,142	4,251

Current year income is 1.6 percent below budget, while expenses are under budget by 1.9 percent. The actual net income is \$4,941 (0.3%) on the YTD expenses of \$1,742,638 before capital and transfers. The net is more than budget by \$4,251.

### INVESTMENTS

	3/31/2015 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	3/31/2016 Value	Transfers Pending	Value 3/31/2016
<b>Short-Term Investment Funds</b>							
NAWCC Investment Fund	480,634	14,933	(129,574)	(30,028)	335,965	0	335,965
Library Acquisitions	14,971	26,864	(15,131)	(6,669)	20,035	0	20,035
Museum Acquisitions	24,757	22,958	(10,411)	(3,397)	33,907	0	33,907
Symposium Fund	20,000	1,900	(151)	(1,620)	20,129	0	20,129
Sub-total Short-Term Funds	540,362	66,655	(155,267)	(41,714)	410,036	0	410,036

	3/31/2015	Additions	Withdrawals	Investment	PNC	Transfers	Book
	Value	YTD	YTD	Change YTD	3/31/2016	Pending	Value
					Value		3/31/2016
<b>Long-Term Investment Funds</b>							
Heritage Fund	0	21,540	(7,125)	(533)	13,882	0	13,882
Museum & Library Fund	767,553	62	(9,979)	(61,388)	696,248	(29,540)	666,708
Museum Endowment Fund	389,657	56,837	(10,888)	(29,512)	406,094	(8,834)	397,260
Library/Research Ctr Endowmt	115,411	4,470	(4,556)	(8,264)	107,061	(2,452)	104,609
School Endowment/Education	216,396	20,000	(10,881)	(18,550)	206,965	0	206,965
NAWCC Endowment	103,389	61,021	(3,757)	(13,848)	146,805	0	146,805
Midwest Scholarship Fund	23,977	0	(277)	(1,910)	21,790	(1,295)	20,495
Pritchard Fund	52,820	0	(590)	(4,226)	48,004	0	48,004
Sub-total Long-Term Funds	1,669,203	163,930	(48,053)	(138,231)	1,646,849	(42,121)	1,604,728

\*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 \$7,852. Visitation for the quarter was 1,517, including 89 NAWCC Members (5.8%). NAWCC Store sales for the quarter were \$10,774 and included some Sherline tool sales.

During this quarter the Museum Director assumed the responsibility for the NAWCC facilities. A handful of issues came up during the quarter due to inclement weather, which required the services of roofers and repair and replacement of fascia on the building itself. A car accident caused minor damage to the siding on the corner of the School building. Volunteer Greg Gerhart completed his work on the conversion of many of the facilities' light fixtures to LED, but the remaining work will require the efforts of a professional electrician. A failure in the chiller required the replacement of a control panel (under warranty). A leak has surfaced in the boiler itself, and we are currently awaiting estimates from vendors prior to undertaking repairs.

The Museum Curator researched and began the installation of the upcoming exhibit *Sacred: Symbolism and the Religious Concept of Time*, set to open April 22, 2016. The Museum has acquired the services of two interns for the spring, Elizabeth Qualia and Lesley Moore. Elizabeth has been assisting the curator with any day-to-day needs and researching information for the upcoming exhibit, writing panels and labels, and assisting with installation. She is also putting together a traveling exhibit involving railroad timekeeping. Lesley has been working to complete the Museum's Google Cultural Institute page while also cataloging a large collection of wristwatch movements. Additional collections-related projects are being undertaken by Museum Volunteers.

A check for \$243 was received on February 18, 2016, from Pook & Pook Auction as a third wave of sales from the Bryson Moore Collection. This was put into the Museum Endowment Fund to be used for collection preservation and acquisition needs. The State of Pennsylvania finally approved its budget, but no information has been released yet on the Pennsylvania General Operating Support Grant for Museums. As soon as the application period is open, the Museum Director will submit the Museum's application for funding.

## **MUSEUM COLLECTIONS: Kim Jovinelli, Curator**

The Museum Collections Department has been researching and preparing to install the upcoming exhibit *Sacred: Symbolism and the Religious Concept of Time*, set to open to the public on April 22, 2016. The exhibit examines how different religions view time and showcases clocks and timepieces with religious symbols on them. Bob Desrochers has continued to work on repairing the E. Howard tower clock on the corner of the property; it is unknown when he anticipates having this completed. Several accessions have been completed and put into the database, and the backlog of 2015 items is growing smaller. The Museum has acquired two interns for the spring, Elizabeth Qualia and Lesley Moore. Elizabeth had been assisting the curator with any day-to-day needs and researching information for the upcoming exhibit, writing panels and labels, and assisting with installation. She is also putting together a traveling exhibit involving railroad timekeeping that may be used by the Museum in the future. Lesley has been working to complete the Museum's Google Cultural Institute page and also cataloging a large collection of wristwatch movements. Volunteer Judy Antonin has also been continuing to photograph the watch collection. The Museum has also added Janet MacGregor, who is beginning to research files and add any relevant information to the database.

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

Over the past three months we have conducted our search for a new archivist. The job description was posted in January and we reviewed applications through the middle of February. We received over 50 applications for the Archivist position and were very impressed with the quality of the candidates. Phone interviews were conducted with about a dozen of the best candidates. The top four were invited to the Museum for a personal interview. We will soon be making a hiring announcement.

In February we welcomed Earl, our new circulation assistant through the AARP Work Search program. He has begun training to take care of shelving and lending books and videos through the mail. He will also be working on our ongoing project to scan the Museum's collection records.

Elizabeth, our intern, is conducting an inventory of the books in Special Collections. She has been taking each book off the shelf and checking to make sure that all of the labels and bar codes are correct. Each book is then scanned into the catalog's inventory module. She has already found a number of incorrect bar codes and books that had been mistakenly marked as lost in the catalog.

### **January-March 2016**

#### **Lending Library Activity**

Total materials checked out:	330
Loans through mail:	225
Loans in house:	105
Programs borrowed for Chapter use:	17
OPAC searches:	1,973

#### **Material Types**

VCR, DVD & Microfilm Loans:	122
Books and NAWCC Bulletins:	208

<b>Total Number of Visitors:</b>	109
Non-members:	48
Members:	61

<b>Fulfilled Research Questions:</b>	216
Paid Non-members:	12

#### **Library Processing Statistics**

Acquisitions:	7
	3

Donations: 40  
Cataloged Items: 187

**EDUCATION/VOLUNTEERS: Katie Knaub, Education Director**

**Museum Education Programs**

We developed a partnership with a local STEM organization (Go STEAM!) that will be developing and running two summer programs for us around the concept of time in the Olympics using STEM methods. We are working with our intern, Elizabeth, to develop a turnkey Girl Scout program for troops to complete as part of a Museum visit, without requiring staff or volunteer support. We also met with NAWCC member and developer of Project Good Time in New York City to see how we could support/partner with the program that aims to introduce horology to young students.

**NAWCC Workshops/Webinars**

We held workshops during this quarter. With the resignation of longtime Field Suitcase Administrator, Pam Tischler, and chair of the FSW program, Mike Dempsey, we have absorbed their responsibilities for the Field Suitcase Program until we can find suitable volunteer replacements. With these new tasks, much time as been spent learning the processes of this program to execute currently scheduled workshops. We kicked off our 2016 webinar series in January and continue to refine the schedule as speakers become available or change with the Program Committee. The webinar attendance continues to grow and expand, and we are receiving great compliments on this program.

We continue to work on the Luxury or Lie course and have had great success with the promotion and course registration. Our May offering is sold out and we have opened a second course. We also ran the course for a private group in New York City in March and plan on another private course for a group in Singapore in April. We have also coordinated with Chapter 190 to locate a site on the West Coast to offer this course in the fall.

We also transferred all of our online courses to our own website/iMIS platform, with a recent upgrade to iMIS. Much of January and February was spent transferring and testing this transfer and new method of accessing online course content. This will save us using an outside company to host and outside support for the online courses.

**Education Attendance**

**January-March:**

Museum Education programs: 0                      2016 FY total: 248  
Library Pass Participants: 64  
NAWCC Workshops Attendees: 30                      2016 FY total: 153  
Online Workshop Purchases: 4  
Webinar Attendance Live: 255  
Webinar Views Recorded: 492 (including YouTube views)

**Volunteer Program**

We attended an internship fair at Millersville University and have received several applications for interns for the summer/fall for the Museum and Library areas. We still continue to seek an intern for editing our videos and slide/tape programs. Appropriate staff continues to interview potential interns and grant internships in their departments based on current needs. We continue to place volunteers in appropriate departments when we receive applications from potential volunteers. We have had several volunteers assist our facility staff to complete required community service hours. Total Volunteer Hours for January-March: 1,334

## Public Programs:

We held a sold-out Once Upon A Time Tea for kids on Daylight Saving weekend with a Mary Poppins theme. We also coordinated advertisement for our summer Make and Take program. Public Program/Events Attendance for Quarter: 48

## PUBLICATIONS: Therese Umerlik, Editor

### Periodicals—Bulletin

The January/February 2016 issue was mailed in late December. The issue featured on the cover one of the objects in the Bulova exhibit at the National Watch and Clock Museum in Columbia and referred readers to the article in the Museum feature. The issue contained 9 articles, 21 features, and our first two full-page ads.

The March/April 2016 issue was mailed in late February. The issue featured on the cover a Rockford watch from the National Watch and Clock Museum that is related to the article titled “The Rockford Watch Co. and Its Watches, With Emphasis on Model Identification.” The Rockford article was published to coincide with the author’s webinar and was distributed to attendees. The issue contained 5 articles, 1 submission on award recipients and recognitions, 15 features, and three full-page ads.

Issue No.	Issue Date	Revenue
419	January 2016	\$3,579
420	March 2016	\$5,829

Amy Klinedinst, associate editor for production, resigned after 18 years with the Association. We hired her replacement, Robin Schuldenfrei, in advance of her last day. Robin started on April 4, and she brings a wealth of experience in digital production and graphic design work, including publications, annual reports, and promotional material. Currently, she has been working with a printer to obtain an estimate that considers providing full color to the *Watch & Clock Bulletin*. She and I will be working to redesign the publication that will be launched in January 2017.

### Periodicals—Mart

Issue No.	Issue Date	Revenue
387	January 2016	\$23,305
388	March 2016	\$24,529

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. We are evaluating advertising options for our members and determining the expense of adding more color to the *Mart & Highlights* so that all ads are in color in 2017.

We hired Melissa A. Mann, who replaced Elise Leytham, as the NAWCC advertising services coordinator. She and Keith Lehman, the creative services production leader, have been working with business members for both publications and learning the Association’s database for payments and client management. The latter has been more challenging because of an update to the database that required more education.

### Special Publications

We created an electronic version of the revised and updated *American Tower Clocks* book that was written by Fred Shelley and edited by Donn Haven Lathrop.

We compiled all the articles for Owen Burt’s book on Durfee clocks, including the last chapter that was published in the March/April 2016 issue of the *Watch & Clock Bulletin*. I will give the book an additional edit and may revise the layout.

We are working with Mary Jane Dapkus, who submitted the manuscript on shelf clock making in the early nineteenth century in the Framington, CT, area that she coauthored with Snowden Taylor. The book contract will be sent to her for her and Taylor’s signature by the end of April. Because of its length, I discussed with

Dapkus ways to abridge the submission for publication in the *Watch & Clock Bulletin*. She was amenable to the idea, and we are working together to prepare the document for publication in the *Bulletin* and the manuscript for publication as a book.

Noel Poirier, the Museum director, suggested some popular books that we may want to consider for reprint and sale. Among them were Phil Priestley's *Early Watch Case Makers of England 1631 to 1720* and Michael Harrold's *American Watchmaking: A Technical History of the American Watch Industry, 1850 –1930*.

### **Website**

The WatchNews website is undergoing a review. We have been reevaluating the current content and discussing the mission of the website itself. We want to archive news releases and advertisements for new watches as well as be a hub for articles about watches. I am working with Markus Harris, the Communications director, on the website. At this time I plan to incorporate WatchNews into the nawcc.org website through one of the tabs.

### **Other Activities**

We continue to design and edit work for Marketing, Education, Member Services, and the Museum, including designing ads for Museum and educational events and revising membership and other forms.

We edited the numerous panels for the exhibit on horology and religion in the National Watch and Clock Museum.

We are continuing to work with the Museum director and the NAWCC Store to create marketing materials that promote the Museum and its facilities as a place to host rentals. This plan is expected to include online and print ads as well as rental information and a contract.

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

### **Network**

We migrated our Exchange email Server via VMware to a newer more reliable donated server. This newer server runs faster, quieter, and more efficiently than the previous server.

With this change, along with installing a newer SQL server and retiring older, noisier, and less energy-efficient servers, our server room is running quieter and cooler with less energy consumption.

We replaced our Cisco firewall, which was installed in 2009 and is no longer supported by Cisco. The replacement is in place and protecting our network from outside malicious intrusions.

We have also migrated our HVAC control system from an older server to one of the newer donated servers.

We have completed a full fiber connection to the school network with the installation of fiber from the server room to the outside fiber connection to the building.

### **Security**

We are researching and gathering quotes for an upgrade to our security system. We have received three quotes and are waiting on the fourth. We are looking to replace our door access system, upgrade our fire warning system to current standards, and upgrade our intrusion detection system.

### **Websites**

Our upgrade and bootstrap/responsive conversion to our website is almost complete.

### **iMIS Association Management Software**

We recently updated iMIS to allow us to take advantage of newer features, including automatic dues renewal and advanced store functionality. Along with the update we set up a newer server and installed the latest

version of Microsoft SQL Server 2014. This means that we are fully up to date with the latest .net server and SQL server from Microsoft, all compliant with the newest version of iMIS.

We have been working with our iMIS consultant to improve our renewal process. This new process will allow inactive members to log in and reinstate their membership. It also will offer active members who renew an opportunity to change their member type and add magazines to their renewal purchase.

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

The Communications Department continued to maintain NAWCC websites and online resources. Communications Director Markus Harris coordinated multiple email newsletters and targeted Constant Contact mailings on various topics, including event notices and support for Chapter meetings, BOD announcements, and local and regional events. Work continues on the upgraded Joomla website back end in preparation to upgrading the main website from Joomla 2.5 and implementing a bootstrap-responsive template; the work has run into further delays due to vendor trouble but should be implemented no later than May 1. Communications Director Markus Harris continues to provide the Auction and Sales eNewsletter for interested members, to develop and mail promotional materials to Chapters in support of chapter events, and to write and distribute press releases for Association and Museum events Railroad Display, Luxury or Lie, Members' Bus Tour, Mary Poppins Tea, Webinar: Horology in Art, Members' Bus Tour (NAWCC News), Sacred Time Exhibit, Webinar: Questions You Should Ask before Buying That Wristwatch, and the March and April Calendars of Events. Communications printed, mailed and invoiced newsletters for Chapters 3, 11, 141, and 159 and generated monthly reports to the Controller on all newsletter printing activities for January, February, and March. Customer service advice was provided to members via Web and telephone.

Communications continued to host biweekly Communications Assessment Meetings to assess department concerns and projects. Communications handled hotel reservations and restaurant reservations for the annual BOD meeting at the National Convention and collaborated with Publications on display and handouts for the Pennsylvania Auctioneers Association Conference exhibit, attended by Marketing Coordinator Kim Craven. We coordinated with National Pawnbrokers regarding our new Luxury or Lie promotion and secured supporting articles in *Southern Jewelry News* and *National Pawnbrokers Association* publications. Communications provided quote for private group cost and catering information for fall tour, distributed posters promoting the Mary Poppins Tea to Lancaster and York Libraries, and ordered more Museum tickets via Mifflin Press.

The department coordinated arrangements for Adam Harris and Marketing Coordinator Kim Craven to represent the NAWCC at National Pawn Expo in Las Vegas, met with Exhibit Team to discuss opening of the *Sacred* exhibit, updated our retirement community mailing list, and began preparations for this year's Hops 'n' Clocks event (arranging ESPN Radio as media sponsor). Communications collaborated with Special Events Team for the Mary Poppins Tea event and arranged for the annual staff picnic. We collected, packed, and mailed over 200 lb of *Marts* and *Bulletins* to be used in promotion at the River Cities Regional. We also created (and submitted) a targeted article on the Association for publication in *About Time* magazine, authored by Director of Communications Harris.

### **MEMBER SERVICES: Pam Lindenberger, Manager**

#### **Membership**

With the membership increase effective January 1 for new members and April 1 for renewing members, forms were updated and ordered.

Four regionals submitted 53 membership applications. Of those, 19 were introductory. We had an additional 77 introductory memberships; 12 original introductory members renewed for a full year.

Our quarterly list of lapsed members was sent to ComNet; 37 members reinstated.

Membership cards were redesigned by using printable laminate paper. Member signature is no longer required.

Recognition Gift program (Years of Service pins) started this quarter. We will be notifying Chapters of recipients.

## Marketing

*Clocks Magazine* included a membership flyer in its February issue.

37 \$35 member recruitment vouchers were issued; 27 were redeemed.

After the mailing fiasco on March 17 by Graphcom, the original mailing 13,332 letters with membership applications were mailed on March 24. There were no returns as of the end of the quarter from *The Magazine Antiques*. It is surprising though that 10 members renewed early, resulting in \$900. MGI's mailing continues to bring in members. We had two this quarter.

## Other

Third and final "Partners in Time" annual appeal letter was mailed to members February 12.

Shari Lappi, PT Member Services clerk, was hired full time to learn Dana Neill's job as accounting assistant to cover for Dana while she is on maternity leave. Shari will step into Patti's position when she retires July 29.

## DEVELOPMENT: Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY16	FY15	FY14
Unrestricted Contributions	134,603.65	130,492.69	116,008.58
Restricted Contributions	140,584.04	238,124.58	230,216.11
Endowment Contributions	84,577.52	33,104.35	254,089.80
Total YTD 12/31	359,765.52	401,721.62	600,314.49

Unrestricted contributions were 3.2 percent more for the year, compared to the previous fiscal year.

Restricted contributions were 41.0 percent less 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 increased by 155.5 percent, compared to FY15. The restricted contributions include a \$50,000 grant from the Crystal Trust for capital items.

January to March Chapter contributions:

<u>Chapter</u>	<u>Use</u>	<u>Amount</u>	<u>Note</u>
George E Lee - Michiana Chapter 26	Greatest Need	25.00	In memory of Ed Gardlik
Ozark Chap 57	Greatest Need	50.00	In memory of Alvin Overton
Tennessee Valley Chapter 42	Greatest Need	100.00	In memory of Jeffrey Carl Jacobus
Peace Pipe Chapter 83	Greatest Need	100.00	In memory of Mary Ann Frenchik
Peace Pipe Chapter 83	Library	100.00	In memory of James D. Tagliareni
Old Dominion Chapter 34	Greatest Need	500.00	In memory of William H. Altemus, Sr., Charles O. "Chuck" Griminger, Robert W. Moore, Paul L. Westerholm, & Howard W. Wiseman
Kentucky Bluegrass Chapter 35	Greatest Need	250.00	
San Jacinto Chapter 139	Greatest Need	1,000.00	

Other gifts include \$7,165 from the Ursula Metsker estate; gifts to the Extraordinary Give by Nancy Dyer \$6,000, Jay and Pat Holloway \$2,500, George F. Goolsby \$2,000, Edward RH McDowell Jr. \$2,000, Greg Gould \$1,000, Russ and Janet Oechsle \$1,000; and Joanne Orr \$1,000 to For All Time campaign. Numerous



other gifts plus contributory memberships were received. Donors will be acknowledged in the *Watch & Clock Bulletin*. The For All Time campaign brought in \$8,608 during the quarter from five gifts and pledges.

## **ADMIN/OTHER**

Membership was down 132 in January, 115 in February, and 124 in March for a total of -371 or -2.5 percent for the quarter, compared to up 0.4 percent a year ago. Dues income, which varies from actual membership numbers, based on whether members pay early or late, was down by \$42,220 or 3.8 percent year to date compared to last year. Calls by our marketing firm to reach out to lapsed members for the October to December quarter resulted in 8.9 percent or 45 of the 508 lapsed members for the quarter reinstating their membership. The number of members actually reached by phone was 377, which means 12.0 percent of those reached reinstated.

The membership marketing firm, Graphcom, was retained during the quarter to solicit the subscribers of *The Magazine Antiques*. The mailing went to 13,332 prospects near the end of April. Returns from the mailing are starting to be received in April. Graphcom had also mistakenly mailed the membership marketing mail piece to NAWCC members, which caused a lot of confusion for members. Graphcom has covered the direct cost related to this mistake. *Clocks Magazine*, based in Edinburgh, Scotland, distributed an NAWCC membership flyer to their subscribers.

Staff additions during the quarter included hiring Melissa Mann part-time as advertising coordinator in the Publications Department and Rebecca Hickey in the new part-time position of development coordinator to assist the executive director with fundraising, grant writing, planned giving, and other aspects of development. Interviews also took place to fill the full-time position of archivist in the Library with a person to be hired by May. Amy Klinedinst, who has been with us since March 1998, left her position as associate editor on March 31 to devote more time to her Tupperware business and family. Robin Schuldenfrei has been hired to assume the associate editor position responsible for the layout of the *Watch and Clock Bulletin* and other publications as of April 4.

I gave a presentation on watches, clocks, and the NAWCC at the annual convention of the Pennsylvania Auctioneers Association in January. I was on medical leave from February 9 to March 8.

J. Steven Humphrey, Exec. Dir.      4/20/16