

Executive Director's Report September 2016 Quarterly Report

MEMBERSHIP

Fiscal Year Starting April 1, 2016	September 2016	September 2015	FYTD 2017	FYTD 2016		
New Members	66	85	447	520		
Lapsed Members	(94)	(102)	(963)	(849)		
Net Gain (Loss)	(28)	(17)	(516)	(329)		
Twelve-Month Comparison			9/30/2016	9/30/2015	Gain/(Loss) vs. Prior Yr.	
Regular Members			12,056	12,994	(938)	-7.2%
Associate/Youth			715	751	(36)	-4.8%
Life			223	227	(4)	-1.8%
Contributory			168	152	16	10.5%
Business			263	264	(1)	-0.4%
Total Members			13,425	14,388	(963)	-6.7%
Budget Dues FY	\$84,630		\$532,850			
Actual Dues FY	\$86,979		\$494,408	\$490,247	\$4,161	0.9%
Difference	\$2,349		-\$38,442		vs. budget >	-7.2%

Fiscal year-to-date membership is down 516 (3.7%), compared with down 329 (2.2%) last year and down 440 (2.9%) the preceding year.

FINANCES: 2016 Operating Funds

	Income	Expenses	Net Inc/Exp
1st Quarter FY 2017	442,527	442,799	(272)
July 2016	143,220	184,124	(40,904)
August 2016	120,139	145,135	(24,996)
September 2016	210,389	158,284	52,105
YTD ACTUAL	916,275	930,342	(14,067)
YTD BUDGET	920,715	978,905	(58,190)
YTD VARIANCE	(4,440)	48,563	44,123

Current year income is 0.5 percent below budget, while expenses are under budget by 5.0 percent. The actual net income is -\$14,067 (1.5%) on the YTD expenses of \$930,342 before capital and transfers. The net is better than budget by \$44,123.

INVESTMENTS

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	9/30/2016 Market	Transfers Pending	Book Value 9/30/2016
Short-Term Investment Funds							
NAWCC Investment Fund	335,965	234	(826)	15,520	350,893	(8,052)	342,841
Library Acquisitions	20,035	5,816	(53)	997	26,795	(2,672)	24,123
Museum Acquisitions	33,907	0	(83)	1,564	35,388	0	35,388
Symposium Fund	20,129	0	(50)	929	21,008	(5,500)	15,508
Subtotal Short-Term Funds	410,036	6,050	(1,012)	19,010	434,084	(16,224)	417,860

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	9/30/2016 Market	Transfers Pending	Book Value 9/30/2016
Long-Term Investment Funds							
Heritage Fund	13,882	0	(27)	671	14,526	0	14,526
Museum & Library Fund	696,248	0	(1,322)	33,633	728,559	(44,606)	683,953
Museum Endowment Fund	406,094	4,630	(771)	19,637	429,590	(25,442)	404,148
Library/Research Ctr Endowmt	107,061	4,030	(203)	5,187	116,075	(4,676)	111,399
School Endowment/Education	206,965	5,438	(393)	10,024	222,034	(4,362)	217,672
NAWCC Endowment	146,805	8,880	(279)	7,128	162,534	(1,686)	160,848
Midwest Scholarship Fund	21,790	0	(41)	1,054	22,803	(1,295)	21,508
Pritchard Fund	48,004	0	(92)	2,319	50,231	(1,500)	48,731
Subtotal Long-Term Funds	1,646,849	22,978	(3,128)	79,653	1,746,352	(83,567)	1,662,785
Total Investment Funds	2,056,885	29,028	(4,140)	98,663	2,180,436	(99,791)	2,080,645

*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 \$20,534. Visitation for the quarter was 4,156, including 141 NAWCC members (3.3%). NAWCC Store sales for the quarter were \$22,748 and included a number of Sherline tool sales.

The Museum received a number of donations to the Museum collection during this quarter. One of the donations was a collection of 40 railroad grade pocket watches from an NAWCC member. These watches will make up the bulk of the watches that will travel with our recently designed railroad timekeeping travelling exhibit. A second notable donation was a circa 1760s tall case clock by New Jersey clockmaker Cornelius Miller from a nonmember. Other object donors included NAWCC Member Paul Fisk, Bulova Watches, and Vortic Watch Co.

During this quarter the Museum hosted two revenue generating events that grossed over \$10,000. Hops 'n' Clocks, our annual beer and food tasting fundraiser, grossed approximately \$7,000 in ticket sales and Clöktoberfest, held in conjunction with Smithsonian Magazine's Free Museum Day, grossed over \$3,000. This year we hope to maximize the revenue for these events by seeking outside sponsorship dollars as well.

The Museum Director applied for a number of grants this quarter to fund various activities at the Museum. A DART Foundation request was made to assist with funding the Ansonia Street Clock Project, the Norfolk Southern Foundation was solicited to help fund the Museum's new traveling exhibit on railroad timekeeping and the Steinman Foundation was asked to assist with funding a book about the Museum's collection of Dudley Masonic Watches. The Museum also registered to once again take part in the Lancaster County Community Foundation's Extraordinary Give event scheduled for November 2016. A local donor event was scheduled, but it was cancelled due to a delay in designing event invitations and the timing of the event near the upcoming holiday season.

Facilities

This quarter saw two necessary infrastructure improvements: the replacement of the leaking boiler and old burner unit and the upgrading of the building door and intrusion system. The boiler/burner replacement took place during the months of August and September. The new burner will allow for a more efficient and therefore cost saving, use of natural gas. We are still fine tuning the system to insure its optimal

performance. The door and intrusion system upgrades took place in September and will be rolled into a larger revision in the facilities security procedures relating to building access.

MUSEUM COLLECTIONS: Kim Jovinelli, Curator

The Museum Collections Department has recently updated three displays in the Museum’s wristwatch gallery with the help of guest curator Adam Harris. They are an updated take on the novelty wristwatch focusing on more nostalgia from the 1980s and 1990s, a display on smartwatches to replace the one on radium, and an update of pieces included in the Modern Wristwatch display. The museum is in talks with artist James Borden to put together a display in November on his unique series of clocks when he returns the one that was accidentally knocked off the wall. This display will replace the Political exhibit. The Museum has acquired several important pieces for accession, including a rare eighteenth-century Cornelius Miller tall case clock. Volunteer Judy Anttonen has been working on photographing and evaluating the 2-D framed objects in collection storage and the library. New intern Meghan Kennedy has been assisting the curator with research for the upcoming exhibition on tattoos to replace *Sacred* and where she is needed. Janet MacGregor is continuing to work on researching files and adding any relevant information to the database.

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

In July we began a new project to index all of the issues of Hamilton’s *Timely Topics*. Caroline, our summer volunteer, is going through each issue to note the names mentioned. Eventually, we will pull all of that information together, so people interested in investigating their family and friends who worked at Hamilton may easily find them in the newsletters.

In August we announced that starting in the January issue of the *Watch & Clock Bulletin*, The Answer Box feature will pull from reference requests submitted to the Library. We are partnering with the Publications staff to identify interesting questions and put the answers in the correct format to run in the journal. This will be a good way to promote the Library’s reference service and make more members aware of the benefits of membership.

This quarter we participated in two Museum events, Hops ‘n’ Clocks and Clöktoberfest. For the Hops ‘n’ Clocks event we held a book sale and silent auction. Both went well and brought in almost \$200 for the acquisition fund. In September the Museum held its second annual Clöktoberfest in conjunction with Smithsonian Magazine’s Free Museum Day. The Library participated by having James Campbell and Don Dahlberg available to identify timepieces brought in by guests. We also had our usual table of books for sale and a silent auction. We solicited donations from local businesses and sports teams and received some fun and interesting items to sell. The auction wound up bringing in over \$800 for the Library.

July-September 2016

Lending Library Activity

Total Materials Checked Out	226
Loans through Mail	139
Loans In-house	87
Programs Borrowed for Chapter Use	5
OPAC Searches	1,477

Material Types

VCR, DVD, & Microfilm Loans	93
Books and NAWCC <i>Bulletins</i>	130

Total Number of Visitors

	119
Nonmembers	65
Members	54

Fulfilled Research Questions	237
Paid Nonmembers	3
Library Processing Statistics	
Acquisitions	59
Donations	540
Cataloged Items	210

EDUCATION/VOLUNTEERS: Katie Knaub, Education Director

Museum Education Programs

We are updating the materials received from our education intern for the Girl Scout program as time permits with the assistance of the Publications Department, although this project has been moved behind other more timely projects that need to be addressed by the Education and Publications staff.

NAWCC Workshops/Webinars

We held 11 workshops during this quarter including the Watch and Clock Traveling (formerly FSW) Courses at the National Convention. I continue to administer the W&C Traveling Workshop program. We are updating all information on the website and in our publications regarding the FSW name change to Watch and Clock Traveling Workshop Program, which was approved at the BOD meeting last year.

We continued our 2016 webinars and refined the schedule as speakers become available and changes were made with the Program Committee. We are starting to secure speakers for our 2017 lineup. We also are refining our 2017 workshops schedule, including those workshops to be offered at the National Convention in Arlington, TX.

We continue to promote the “Luxury or Lie” course and have had great success with the promotion. Kim Craven from the Communications Department attended the National Pawnbrokers Association’s annual conference in Las Vegas (free of charge) along with course instructor and guest curator Adam Harris presenting two different lectures to attendees. This publicity space would have normally cost upward of \$2,500 just for the booth space. Adam also presented another course offering in Singapore and a private class for the *Pawn Stars* television show employees (while in Las Vegas). The Foundation for Appraisal Education also asked the NAWCC to provide a speaker for its fall conference on fakes and forgeries, and Adam presented a brief overview of the course, generating further interest in education offerings of the NAWCC and membership as well. We also revamped the watch valuation course and are offering the first revised course for three days in October, the course is titled “Time is Money.” I also coordinated and recorded via webinar three of the programs from the National Convention that were not recorded live.

Education Attendance

July-September

Library Pass Participants	218	
NAWCC Workshops Attendees	30	2017 FY total: 139
W&C Traveling Workshop Attendees	20	2017 FY total: 35
Online Workshop Purchases	3	
Webinar Attendance Live	140	
Webinar Views Recorded	185	

Volunteer Program

We had two new volunteers join us, one in Collections and one in the Library. We have also had three volunteers completing their community service hours with us, which greatly helps our maintenance staff with outside projects. Our AARP volunteer was relocated and we are awaiting a placement of a new AARP volunteer hopefully in October. Total volunteer hours for July- September: 1,254.

Public Programs:

We held our annual Make and Take program for families at the Museum on Mondays throughout the summer run completely through local volunteer assistance. We held our second annual Clöktoberfest in conjunction with Smithsonian Magazine's Free Museum Day. The event has grown with about 400 people attending. We are busy preparing for our fall events of Homeschool Day and New Year's at Noon. Public Program/Events Attendance for Quarter: 79.

I also attended the 2016 National Convention and met with members of the Education Committee who were in attendance; spoke with members concerning their educational suggestions and needs; and assisted at the donor reception and the registration table. It is always good to have the face-to-face contact with our members at events such as the Convention.

PUBLICATIONS: Therese Umerlik, Editor

Periodicals—*Watch & Clock Bulletin*

Issue No.	Issue Date	Revenue
422	July/Aug 2016	\$5,493
423	Sept/Oct 2016	\$5,829

The July/August 2016 issue featured one of the clocks displayed in the *Sacred: Symbolism and the Religious Concept of Time* exhibit at the National Watch and Clock Museum in Columbia, PA. The accompanying article was published in the Museum and Library feature. The issue contained 5 articles and 19 features.

The September/October 2016 issue featured a clock sold at auction that highlighted the Auction News feature. The issue contained 5 articles and 18 features.

We finalized our new contract with Walsworth Publishing with substantial savings per issue of the *Watch & Clock Bulletin*. The entire publication will be in color beginning in 2017, a selling point for perspective advertisers and a great benefit for authors and members. We are currently reviewing the design of the publication and plan to make changes in the upcoming year as well.

Periodicals—*Mart & Highlights*

Issue No.	Issue Date	Revenue
390	July/Aug 2016	\$21,121
391	Sept/Oct 2016	\$20,689

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. NAWCC Advertising Services Coordinator Melissa A. Mann continues to reach out to new business members, informing them of their particular benefits. We have been updating our ad trades with other publications.

In preparation for the upcoming year, we are reviewing our advertising rates for the *Mart & Highlights*; however, we are planning to lay out all of the NAWCC's advertising options, print and digital. The menu of options is currently being evaluated and is expected to be printed in the November/December 2016 issue. The increases will allow ads to be in color anywhere in the publications.

Special Publications

We continue to work on edits to Owen Burt's upcoming book on Durfee clocks that is based on the several articles published in the *Watch & Clock Bulletin*.

The layout of the book featuring Masonic-themed watches made by Dudley Watch Co. will be handled by a freelancer through the Museum rather than the Publications Department.

Website

The WatchNews website was left dormant for a few months, because its content and mission were being evaluated and WatchNews editor Keith Lehmann was working with the new NAWCC advertising services coordinator. He resumed the reins in September and posts daily watch blogs of aggregated content and a feature, written by him or a freelancer, once a week. He posts updates to the website on the NAWCC Message Board, which has generated comments and visits to WatchNews. He continues to find new writers and work with them in developing original content.

Other Activities

We have 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. We worked with the development coordinator, Rebecca Hickey, to design a brochure for the For All Time 75th Anniversary Endowment and Capital Campaign that was distributed at the National Convention in July.

INFORMATION SERVICES: Kevin Osborne, IS Director

Network

Our fiber optic cable connecting us to the school building and the offsite Barracuda Backup server are finally running at full speed. Backup jobs that used to take 2 hours to run now do so in 30-40 minutes.

We have purchased, configured, and installed new computers for use the Publications Department. These high powered PCs are optimized for use with Adobe Creative Cloud.

Facilities /Security

We have replaced our antiquated door access system with a new DSX system. All new wiring has been installed along with a new controller and radios for intrusion access and dire monitoring. New access cards have been programmed and distributed with access to the building based on time schedules.

Websites

We have two more powerful Dell servers that were donated to us recently for use as the new NAWCC and NAWCC Message Board webservers. They are configured to run as virtualized servers with the current version of Centos 7 installed on both of them.

The current version of Joomla is installed on the server designated as the future NAWCC webserver along with all current files from the live NAWCC website. The server has an IP address assigned.

The server prepared for the Message Board has cPanel installed along with an external IP address. Tom McIntyre is working on the installation of the newest version of vBulletin on the server and will copy the Message Board database over to it in preparation for its use to replace the older Message Board server.

We have also received additional donated HP servers and installed and configured two of them. One will be used for the iMIS Autopay, and the other is being configured for use as a search engine for all of our website data.

iMIS Association Management Software

We have configured a donated server with Windows Server 2012 and Windows SQL Server 2014 for use as the DataVault server with the iMIS Autopay. This will allow us to accept donations and eventually membership renewals on a recurring basis.

COMMUNICATIONS: Markus Harris, Communications Director

The Communications Department continued to maintain NAWCC websites and online resources. The Communications Director coordinated multiple email newsletters and targeted Constant Contact mailings on various topics, including event notices and support for Chapter meetings, BOD announcements, Publications announcements, Education updates, and local and Regional events.

Work has begun on the implementation of a new incidence of our Joomla website and a new responsive template designed to take advantage of HTML5 capability, housed on a new independent webserver. A new document server has been set up to house all NAWCC pdf document archives and streaming video files, capable of being independently updated, backed up, and secured.

The Communications Director continues to work in cooperation with NAWCC Advertising Services Coordinator Melissa A. Mann to provide the Auction and Sales eNewsletter for interested members. Communications maintains its role developing and mailing promotional materials to Chapters in support of Chapter events. In addition the Department continues to write and distribute news releases for Association and Museum events: Matter of Time, August Calendar, Vortic Watch Co. Tour Event, Luxury or Lie Wins Big in Las Vegas, A Special Invitation to Homeschoolers, NAWCC Volunteers of the Year, September Calendar, Restoration of the James Borden Clock, and the October Calendar. Communications printed, mailed, and invoiced newsletters for Chapters 168, 3, 1, 11, and 141, including generation of monthly reports for the Controller on all newsletter printing activities for July, August, and September. Customer service advice was provided to members via web and telephone.

Communications continued to host intermittent Communications Assessment Meetings to assess Department concerns and projects. The Department organized the planned Donor Reception at the National Convention and coordinated final details for the Hops 'n' Clocks Museum event, including setting up tables, gathering and listing all door prizes, and preparing the sheet with announcements to be made by radio stations, resulting in another sold-out event.

Communications also represented the NAWCC at the National Pawnbrokers Association's expo in Las Vegas, where Marketing and Special Events Coordinator Kim Craven joined course instructor and guest curator Adam Harris in speaking to pawnshop owners and other exhibitors about the advantages of the NAWCC's membership, advertising, and educational opportunities resulting in an overwhelmingly positive response to the NAWCC and the "Luxury or Lie" classes. The Department also directed specific emails to area media promoting Vortic's visit and handled reception for Vortic's visit. Marketing revised our Antique Trader Ad, coordinated plans and marketing for our second annual Clöktoberfest event, and developed promotions New Year's Eve at Noon.

Communications arranged for lodging and catering for the Columbia BOD meeting in December, contacted Nissley Winery to arrange for possible interest in providing wine for an Extraordinary Give Reception, and arranged for a special DST piece to be done by WGAL. Communications also composed and coordinated a mailing, including a cover letter, colored fliers, and a news release, for over 450 pawnbrokers who attended the convention and trade show in Las Vegas.

Marketing Coordinator Kim Craven submitted necessary documents and emails to secure Turkey Hill's mascot Hilda for New Year's Eve at Noon, contacted Macaroni Kid and WJTL for their consideration in serving as media sponsors for New Year's event, and worked the Clöktoberfest event including the setup, follow through and tear down. We also emailed our list of 2017 events to SVCC for inclusion in the Susquehanna Guide to River Towns and contacted NPA for retrieval of survey results from our 2016 event and inquiry on inclusion in 2017 expo.

MEMBER SERVICES: Pam Lindenberger, Manager

Membership

Three Regionals and the National Convention submitted 92 membership applications. Of those, 39 were Introductory. In addition, we had 59 Introductory memberships. Twenty-four original Introductory members renewed for a full year.

Twenty \$35 member recruitment vouchers were issued. Sixteen were redeemed.

We are redesigning the membership invoice form. One will be for US members and one for International members. We are looking into emailing new member packet material to those members opting for electronic membership.

Member Services had a presence at Clöktoberfest in September to promote membership.

Marketing

MGI is our new telemarketing company. Sixty-four lapsed members renewed this quarter.

This quarter we received 6 payments thru Graphcom Inc. marketing mailing bringing in \$540.

Other

The first mailing for the Partners in Time Annual Appeal is ready to be sent in October.

Stacey Strayer was hired as part-time member services clerk to replace Anne Traceski who left after two months due to family issues.

DEVELOPMENT: Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY17	FY16	FY15
Unrestricted Contributions	37,199.80	46,560.62	31,203.17
Restricted Contributions	15,361.00	31,050.00	18,225.00
Endowment Contributions	142,978.00	5,225.00	17,708.62
Total YTD 6/30	195,538.80	82,825.62	67,136.79

Unrestricted contributions were 20.1% less for the year, compared with the previous fiscal year. Restricted contributions were 50.5% less than the previous fiscal year. Endowment contributions reflect the For All Time 75th Anniversary Endowment and Capital Campaign plus any bequest designated for endowment. Total contributions increased by 136.1%, compared with FY16.

July to September Chapter contributions:

Chapter	Use	Amount	Note
Chicagoland Chapter 3	Greatest Need	50.00	Memorial
Old Timers and Fellows Chapter 22	Education Endowment	438.00	For All Time Campaign
Buckeye Chapter 23	Ansonia Clock	1,100.00	
Ozark Chapter 57	Greatest Need	50.00	Memorial
San Diego County Chapter 59	Library	50.00	Memorial
Sooner Time Collectors Chapter 74	Greatest Need	100.00	Memorial
Little Egypt Chapter 77	Museum	50.00	Memorial
San Jacinto Chapter 139	Membership Recruitment	150.00	Memorial

Other gifts include \$14,415 from the PA Historical and Museum Commission for museum operations, \$5,042 from the Marshall Damerell estate to the Heritage Fund, \$4,000 from Dr. Donald and Ruth Saff for the Ansonia Clock, \$3,000 from Roger and Judith Gendron for the For All Time museum and library endowments, \$2,500 from David and Julien Kern for the For All Time education endowment, \$1,000 from Terrence P. Tierney for the McClintock clock being worked on by the Chapters in the Boulder, CO, area, and \$1,000 from Stephen and Elinor Kline to the area of greatest need. Pledges totaling \$135,000 have also been received for the Endowment and Capital Campaign, including Robert and Sue Gary, Russ and Janet Oechsle, and an anonymous California donor. Numerous other gifts and contributory memberships were received. Donors will be acknowledged in the *Watch & Clock Bulletin*. The Endowment and Capital Campaign brought in \$943,828 during the quarter from gifts, pledges, and planned giving estimates. The total for the campaign through the end of September is \$2,527,352.

ADMIN/OTHER

Membership was down 116 in July, 48 in August, and 28 in September for a total of -192 or -1.4% for the quarter, compared with down 0.7% a year ago. Dues income, which varies from actual membership numbers, based on whether members pay early or late, was down by \$4,161 or 0.9% year to date compared with last year. Calls by our new telemarketing firm, MGI, to reach out to lapsed members from January to June took place from August 31 to September 21 and resulted in 78 members being reinstated out of 479 lapsed members reached.

The membership marketing firm, Graphcom, will be mailing in October to members who have lapsed over the last eight years asking them to reinstate their membership. The last two similar mailings resulted in 167 and 123 members rejoining.

We started utilizing the Google grant for \$120,000 in search ad advertisements at the end of June. A firm from Colorado, Infinity Marketing Group, has been retained to help manage the Google campaign. We are continuing to refine the key search words that direct users to our marketing website. We are also working to develop products that will entice searchers to explore the NAWCC further and hopefully join or take advantage of our workshops and events.

After seeking quotes from several printers, we were able to both lower the printing cost and add color throughout for the *Watch & Clock Bulletin*. The changes will take effect with the January/February 2017 issue.

We will again be working with Election-America to conduct our 2017 election for Board members, a Nominating and Election Committee member, and one bylaw amendment. The election will start in January with all ballots having to be in by April 1. All members with emails will receive their ballots by email resulting in substantial savings in printing and mailing cost.

I attended the National Convention and Board of Director's meeting in Louisville, KY, in July and the Eastern States Regional plus the Cog Counters annual picnic in August.

J. Steven Humphrey, Exec. Dir. 10/18/16