

Executive Director's Report June 2017 Quarterly Report

MEMBERSHIP

Fiscal Year Starting April 1, 2017	June 2017	June 2016	FYTD 2017	FYTD 2016		
New Members	51	60	173	227		
Lapsed Members	(88)	(208)	(452)	(551)		
Net Gain (Loss)	(37)	(148)	(279)	(324)		
Twelve-Month Comparison			6/30/2017	6/30/2016	Gain/(Loss) vs. Prior Yr.	
Regular Members			11,282	12,243	(961)	-7.9%
Associate/Youth			701	723	(22)	-3.0%
Life			220	222	(2)	-0.9%
Contributory			165	168	(3)	-1.8%
Business			268	261	6	2.3%
Total Members			12,636	13,617	(981)	-7.2%
Budget Dues FY	\$77,480		\$242,180			
Actual Dues FY	\$86,770		\$235,297	\$248,467	-\$13,170	-5.3%
Difference	\$9,290		-\$6,883		vs. budget >	-2.8%

Fiscal year-to-date membership is down 279 (2.2%), compared with down 324 (2.3%) last year and down 228 (1.6%) the preceding year.

FINANCES: FY 2018 Operating Funds

	Income	Expenses	Net Inc/Exp
April 2017	121,221	111,255	9,966
May 2017	124,913	155,154	(30,241)
June 2017	224,798	129,039	95,759
YTD ACTUAL	470,932	395,448	75,484
Less: Operating Pledges	(100,000)	0	(100,000)
Plus: Pledge Payments	20,000	0	20,000
Net With Pledge Adjustments	390,932	395,448	(4,516)
YTD BUDGET	413,015	440,610	(27,595)
YTD VARIANCE	(22,083)	(45,162)	23,079

Current year adjusted income is 5.4 percent below budget, while expenses are under budget by 10.3 percent. The actual adjusted net income is -\$4,516 (1.1%) on the YTD expenses of \$395,448 before capital and transfers. The net is better than budget by \$23,079.

INVESTMENTS

	Net Value 3/31/2017	Additions YTD	Withdrawals YTD	Investment Change YTD	Market 6/30/2017	Transfers Pending	Net Value 6/30/2017
Short-Term Investment Funds							
NAWCC Investment Fund	357,356	0	(527)	10,938	367,767	(19,905)	347,862
Library Acquisitions	29,949	1,838	(45)	927	32,669	(2,635)	30,034
Museum Acquisitions	36,667	0	(54)	1,122	37,735	0	37,735
Symposium Fund	17,319	0	(26)	530	17,823	(9,000)	8,823
Sub-total Short-Term Funds	441,291	1,838	(652)	13,517	455,994	(31,540)	424,454

	Net Value 3/31/2017	Additions YTD	Withdrawals YTD	Investment Change YTD	Market 6/30/2017	Transfers Pending	Book Value 6/30/2017
Long-Term Investment Funds							
Heritage Fund	24,861	0	(31)	712	25,542	0	25,542
Museum & Library Fund	767,798	0	(939)	21,986	788,845	(67,118)	721,727
Museum Endowment Fund	458,249	52,600	(622)	14,575	524,802	(29,087)	495,715
Library/Research Ctr Endowmt	130,394	1,000	(159)	3,740	134,975	(8,455)	126,520
School Endowment/Education	237,733	600	(291)	6,817	244,859	(11,034)	233,825
NAWCC Endowment	228,310	12,250	(284)	6,790	247,066	(5,436)	241,630
Midwest Scholarship Fund	22,648	0	(27)	649	23,270	0	23,270
Pritchard Fund	51,336	0	(63)	1,470	52,743	0	52,743
Sub-total Long-Term Funds	1,921,329	66,450	(2,416)	56,739	2,042,102	(121,130)	1,920,972
Total Investment Funds	2,362,620	68,288	(3,068)	70,256	2,498,096	(152,670)	2,345,426

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

The current values on investments reflect unrealized 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 \$19,599, which included ticket sales for our Hops 'n' Clocks fundraiser. Visitation for the quarter was 2,743, including 135 NAWCC members (5%). NAWCC store sales for the quarter were \$12,962.

The Museum opened two special exhibits this quarter. *Watch Portraits* is a display of the work of New York artist and watch photographer Atom Moore. Atom is the official photographer for the Horological Society of New York, Analog/Shift, and for the wristwatch collecting organization RedBarCrew. His exhibit will be up through the end of the year. The second exhibit is a juried art exhibit called *Art of Time* where artists were asked to choose objects from the collection and create artistic works inspired by those objects. More than 20 artists are on display from several countries. These exhibits were designed to promote art and horology in anticipation of this fall's Time Symposium on the subject.

The Museum staff took over all Museum education functions last quarter and instituted two new educational programs that will be offered every other month, in alternating months (Lunch Time and TIMEtalks). Two Lunch Time programs were offered this quarter, providing attendees an opportunity to discover objects in the Museum/Archive/Library collection up close and learn about why that object is an important part of horological history. The objects examined included two newly acquired objects: the Beaman Barn Clock from Massachusetts and the Ed Fechter Collection of Hamilton Watch Company drawings. In addition, Keith Lehman presented a TIMEtalks lecture on the cosmology and numerology related to horology. These talks have been well attended and are attracting a diverse audience of locals, members, and staff.

The Museum Director traveled to California in May to visit the collections of several NAWCC members. These visits were very fruitful in developing and furthering relationships with potential donors and in fostering good will toward the Museum and the NAWCC in general.

This quarter saw little in the way of facility work, although some necessary repairs were made to the HVAC. Much of our facility work in the spring is cleaning up the grounds after the winter to ensure that the building is presentable and welcoming for our visitors.

MUSEUM COLLECTIONS: Kim Jovinelli, Curator

The Museum has completed the installation of the *Art of Time* exhibit, currently on display through the end of January of 2018. Volunteer Janet MacGregor is continuing to work on researching files and adding any relevant information to the database. Judy Anttonen has decided to work exclusively with the Museum's Collections Department for now and is currently assisting the curator in determining possible items for deaccession. The Museum has added two interns, Katia and Rebecca, who have been assisting with the continuation of the collection assessment, the reinterpretation plan, and other projects as needed.

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

In June we held the annual NAWCC Volunteer Appreciation Picnic. Our volunteers are a huge help to the Library staff and allow us to keep the Library running smoothly day to day. This year's volunteer of the year is Sally Biel, who has been volunteering in the Library for the past two years. We are very happy for Sally and grateful for her continuing help.

Kate recommended that we begin using ArchiveSpace, an archive cataloging system. It will allow us to make the archival collections searchable and more accessible to members. She is currently working on getting the finding aids added to the system. We also plan to shift the vertical file records from Library World to better separate them from the Lending Library collection.

We have received funding that will allow us to begin the first phase of upgrades to the Library's storage systems, installing the first four of six planned new shelves in the Library's section of the basement (two fixed shelves and two rolling shelves). We will add two additional shelves to the system as funding is available. Two of our volunteers, Fred and Terry, have been helping Clayton to sort the material that is stored down there and move the current fixed shelving across the street to the school. We expect to have the new shelving installed in late August.

April-June 2017

Lending Library Activity

Total materials checked out -	349
Loans through mail -	245
Loans in house -	104
Programs borrowed for Chapter use -	13
OPAC searches	1,731

Material Types

VCR, DVD & Microfilm Loans -	76
Books and NAWCC Bulletins -	273

Total Number of Visitors -

Non-members	58
Members -	65

Fulfilled Research Questions –

Paid Non-members -	9
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Library Processing Statistics

Acquisitions:	38
Donations:	852
Cataloged Items:	166

EDUCATION

The Education Director resigned at the beginning of the year. The duties related to volunteers and Museum programming have been taken over by Museum Director Noel Poirier. The tasks related to coordinating

workshops and registrations have been delegated to Admissions Manager Abby Krouse. The organization of the Education Department and staffing are currently under study.

NAWCC Workshops/Webinars

Two traveling workshops were held at the National Convention in Arlington, TX, and seven workshops were held at the School of Horology. We held two webinars this quarter and had one educational school group. We held the “Evaluating Time” and “Luxury or Lie” courses taught by Adam Harris.

Education Attendance

April - June

Museum Education Programs:	32
Library Pass Participants:	124
NAWCC Workshops Attendees:	32
Traveling Workshop Attendees:	10
Online Workshop Purchases:	16
Webinar Attendance Live:	258
Webinar Views Recorded:	92

PUBLICATIONS: Christiane Odyniec, Editor

Periodicals—*Watch & Clock Bulletin*

<u>Issue No.</u>	<u>Issue Date</u>
427	May/June 2017
428	July/August 2017

I completed production of the May/June issue. July/August was mine from start to finish. Overall, reviews have been positive for both issues. Freda Conner was invaluable in maintaining continuity during this transition. I have made one noticeable change to the redesign: removal of the text box from the cover.

May/June contained 7 articles (including the final installment in Niles Kynett’s series) and 11 features. July/August contained 7 articles (including George Meyer’s Pritchard Prize entry) and 10 features; it also included the first of a new occasional series by Pat Holloway about watches commemorating American Fairs and Expositions. July/August also featured Donor Recognition.

I had a meeting with Andrew Shackelford from Walsworth regarding the quality of paper used for the *Watch & Clock Bulletin*. He confirmed that the difference some of the readers have noted is not because of paper quality but because of the change from gloss to matte. I will address this issue in my next Letter. Andy and I also talked about the possibility of Walsworth printing the *Mart & Highlights*. He is researching issues regarding mailing costs, paper size, quality, and color.

Periodicals—*Mart & Highlights*

<u>Issue No.</u>	<u>Issue Date</u>	<u>Revenue</u>
395	May/June 2017	\$16,909.84
396	July/August 2017	\$20,278.61

Skinner’s is once again advertising in the *Mart & Highlights*. Revenue for the July/August issue topped \$20K. Five new advertisers have appeared in the Mart.

Ad Coordinator Gillian Radel will begin contacting advertisers in August regarding 2018’s advertising. Gillian has also begun proofreading the Chapter Highlights for Freda.

Special Publications

Harrold’s *American Watchmaking* was published.

The layout of Owen Burt's book on Walter Durfee is complete. Author corrections need to be incorporated, and a final proofread performed. I will work on pricing etc. in Lightning Source before the end of August, so that outgoing Executive Director Steve Humphrey can check my work.

Phil Priestley is still writing his manuscript. We have corresponded about how he should submit chapters when the time comes.

Snowden Taylor and Mary Jane Dapkus's book on early nineteenth-century shelf clock making is tentatively scheduled for mid- to late-2018.

I had a brief conversation with Noel Poirier about the Dudley book. Rough estimate for publication: late 2018.

WatchNews

WatchNews Editor Keith Lehman has been energized since meeting with Steve Humphrey and myself in mid-June. He has run original articles by Aidan Hickey, Adam Harris, and Roberta Naas as well as aggregate articles. The arrangement with MrWatchMaster is working well. We are listed as a Friend on their site, and we have used their content, which has been well received. The average number of visitors to WatchNews has increased to 122 per day.

I pursued a lead and asked member Don Aukamp if he would like to write for WatchNews. He declined to write but agreed to be a source. Don worked for Schwalm Dial for 48 years, serving as product manager for 25.

Other Activities

We continue to work on design and editing projects for the Museum as well as the Development, Marketing, and Membership departments. Keith has worked closely with Lu and Marion on logos for the Association's 75th Anniversary 2018 National Convention and Gala.

I have updated and simplified the Submission Guidelines. They are posted on the NAWCC website.

I am working, with my staff, on the Publications Department job descriptions to ensure that they are accurate and current.

INFORMATION SERVICES: Kevin Osborne, IS Director

Websites

The new NAWCC site and the new Message Board are coming along nicely. The NAWCC site has the design and menus complete and much of the content added in. A much improved search function has been added. The new Message Board is up and running, and with a few issues recently resolved, should be ready for testing soon. Markus Harris and Tom McIntyre are the leads on both projects and have done an impressive job.

We had a couple of issues involving our SSL certificate and a login issue when accessing our publications online. Both of these issues have been resolved with the assistance of an outside vendor at a reasonable cost.

Regarding our SSL certificates, we have updated our Web security levels to a stronger encryption. This keeps us in compliance with the Payment Card Industry Data Security Standard (PCI DSS). It also keeps us up to date with the changes that Google is instituting, which require all websites to be secured with an SSL certificate. All the NAWCC websites are now secured and will open with an https prefix.

Updated Chapter websites and provided "How-to" assistance to Chapters for updating websites.

iMIS Association Management Software

We are in the midst of an iMIS update. Other than the normal necessity to remain current with iMIS upgrades, this version should now properly support the AutoPay function we want to make available to our

members. AutoPay, as its name implies, would allow our members to automatically renew their membership and donate to the NAWCC without having to go through an interactive online, mail, or phone process.

A test site has been set up and a link created on a computer in the IS office. We are having our iMIS users come into the office and duplicate on the test site tasks that they perform on the current live iMIS site. They are also testing a Web version that is accessed from any Web browser. So far the process is working smoothly and all that we do currently is working on the new test site.

Once we are satisfied with the functionality of the test site, we will work toward going live and updating the servers and the local PCs with the new version.

COMMUNICATIONS: Markus Harris, Communications Director

The Communications Department continued to maintain NAWCC websites and online resources, coordinating multiple email newsletters and targeted Constant Contact mailings on various topics, including event notices and support for Chapter meetings, Board of Directors (BOD) announcements, Publications announcements, Education updates, and local and regional events. Work has been completed on the new framework for the main Joomla website, which was unveiled for the BOD at the Arlington National Convention in June: it was suggested that the new site be tested for usability. In the meantime, it has begun to be actively populated, with go-live target date of September 1, 2017. We also continue to populate the dedicated document server hosting the NAWCC digital archives. Communications Director Markus Harris continues to work with Advertising Coordinator Gillian Radel to provide the Auction and eBay Sales eNewsletter for interested members: that newsletter now has a combined recipient list of over 2,000. We also have distributed promotional materials to Chapters in support of Chapter events as necessary. During this 90-day period Communications wrote and distributed press releases for Association and Museum events as follows: May Calendar, TIMEtalks, June Calendar, Make and Take Time, Blue Stars Museum, It's Lunch Time, The Art of Time, Hops 'n' Clocks, Watch & Clock Museum and NAWCC Executive Director award received from PA Museums, Museum Curator and Educator Earns Prestigious Service Award, Volunteer of the Year, July Calendar, and TIMEtalks: Art of Time. Communications printed, mailed, and invoiced newsletters for Chapters 134 and 11 and also generated monthly reports for the Controller on all newsletter printing activities for April, May, and June. Customer service advice was provided to members via Web and telephone as required.

Communications continues to host biweekly Communications Assessment Meetings to address department concerns and projects. Marketing & Special Events Coordinator Kim Craven provided full support for our spring "Luxury or Lie" and "Evaluating Time" classes, coordinating with local media to market the Atom Moore *Watch Portraits* exhibit and the *Art of Time* exhibit; Kim Craven also assisted in the setup and teardown of the Art of Time Exhibit Opening. Communications also provided full marketing and operations support to our annual Hops 'n' Clocks event, contacting potential H'n'C vendors via a targeted telephone campaign to recruit new providers. Communications coordinated with the Publications Department in designing and submitting our Summertime Activities Guide and AWCI advertisements, our Make and Take Poster, and the Evaluating Time/Luxury or Lie Poster. We worked with the special events team in the setup, operation of, and teardown of the Watch Portraits opening reception. Kim Craven also coordinated our internal events, notably preparations for the Job Search Committee and the Board of Director's annual meeting, plus managing the annual NAWCC picnic preparations (held on June 9).

MEMBER SERVICES: Pam Lindenberger, Manager

Membership

This quarter 37 past members renewed through telemarketing company MGI's quarterly calling period. We received 4 payments from the November 2016 marketing mailing totaling \$350.

Three regionals submitted 12 membership applications. Of those, 8 were Introductory and 1 was ineligible. We had an additional 50 Introductory memberships; 24 new Introductory members have renewed for a full year.

13 \$35 member recruitment vouchers were issued; 14 were redeemed.

Chapters were notified of recognition pin recipients.

Updated Old Timers & Fellows Chap 22 files for National Convention meeting.

Ribbons ordered and certificates printed for National Crafts Competition. Award certificates and pins were prepared for 2017 National Convention.

2018 National Convention online registration set up.

For All Time brochure being mailed with each renewing membership card.

Helped with development mailing to chapters.

Christa Eckert was hired to replace Shari Lappe as Member Services Administrative Assistant and started May 3.

DEVELOPMENT: Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY18	FY17	FY16
Unrestricted Contributions	131,391.00	35,703.62	25,638.85
Restricted Contributions	27,156.95	30,440.00	8,550.00
Endowment Contributions	54,700.00	2,025.00	850.00
Total YTD	213,247.95	68,168.62	35,038.85

*FY18 unrestricted contributions includes a \$100,000 multi-year pledge.

Unrestricted contributions were 12.1 percent less for the year, compared with the previous fiscal year, excluding the \$100,000 pledge. Restricted contributions were 10.8 percent 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. The increase in endowment giving was 2601.2% more than last year. Total contributions increased by 212.8 percent compared with FY17.

April to June Chapter contributions:

Chapter	Use	Amount	Note
New York Chap 2	For All Time	500	Greatest Need
New England Chap 8	Greatest Need	100	Memorial
Southwestern Chap 15	NAWCC Endowment	500	
Buckeye Chap 23	Greatest Need	1,000	
Greater MA Chap 87	Symposium	500	
Keystone Chap 158	Ansonia Street Clock	200	
British Horology Chap 159	Editing of Philip Priestley book*	1,000	

Other gifts and grants over \$1,000 include \$100,000 ten-year pledge (\$10,000/yr.) from Jay T. Dutton, DVM, CPA; \$50,000 from the Herbert Leisy estate for Museum endowment; \$12,500 from Social Venture Partners Portland in support of a research intern; \$7,476 from Hamilton Watch Co. for the Library and Research Center; \$5,000 from the John Acker Foundation in support of the 2017 Annual Convention; \$3,500 from the William M. & Miriam F. Meehan Foundation, Inc. for area of greatest need; \$2,500 from the Lubrizol Foundation for the Ansonia Clock project (matching \$2,500 ruby membership from Frank del Greco); \$3,000 from Roger and Judith Gendron: \$2,000 for Museum endowment and \$1,000 for Library endowment; \$2,000 from George Goolsby for exhibits; \$1,201 from Phil & Jean Priestley for special publications; \$1,100 from Jay and Pat Holloway for area of greatest need; and \$1,000 from Keith Gray for

the Partners in Time annual appeal. Numerous other gifts and contributory memberships were received. Donors will be acknowledged in the *Watch & Clock Bulletin*.

The *For All Time 75th Anniversary Endowment and Capital Campaign* received \$255,400 during the quarter from gifts, pledges, and planned gift estimates. The total for the campaign through the end of March is \$5,321,846. Gifts this quarter included \$50,000 from the Herbert Leisy estate for Museum endowment and a planned gift estimate of \$200,000 from James F. Chamberlain.

U.S. and specialty Chapter officers have been sent a 75th anniversary Chapter challenge packet requesting that they support our 75th anniversary by making a gift to operations, a special project, or the endowment and capital campaign.

ADMIN/OTHER

Membership was down 158 in April, down 84 in May, and down 37 in June, for a total of -279 or -2.2 percent for the quarter, compared with -2.3 percent a year ago. Dues income, which varies from actual membership numbers, based on whether members pay early or late, was down by \$13,170 or -5.3 percent year-to-date compared with last year. Calls by our telemarketing firm, MGI, to reach out to lapsed members from January to March took place June 15–28 and resulted in 53 members being reinstated out of 261 lapsed members reached.

The NAWCC Board of Directors held its reorganization meeting at the National Convention in Arlington, TX. Tim Orr, Chris Miller, John Cote, and Philip Morris were seated as elected to the Board of Directors. Leroy Baker and Robert Gary were seated as appointed members. Rich Newman was elected Board chair, Jay Holloway vice chair, Chris Miller treasurer, and Leroy Baker secretary.

In the area of personnel, the Board in a special meeting on June 14 approved Tom Wilcox as the next executive director of the NAWCC effective August 28. In the interim Tom will attend the National Convention and be in the office 1–2 days a week to work with Steve Humphrey on orientation and a smooth transition. Christa Eckert was hired in May as administrative assistant in the Member Services Department.

Work continues on upgrading the message board and the design of a new nawcc.org website. The message board upgrade to a new platform is being headed up by volunteer Tom McIntyre with assistance from a team of message board volunteers. The nawcc.org new design and website project is being led by Communications Director Markus Harris with assistance from other staff. Both projects will hopefully come online by late summer or early fall. Both projects should make it easier to access our online resources not only on computers but also on phones and tablets.

I attended the Southern Ohio Regional in April, the North Coast Regional in May, and the National Convention in June.

J. Steven Humphrey, Exec. Dir. 7/24/17