



# CHAPTER OFFICERS NEWSLETTER

PUBLISHED BY THE NAWCC CHAPTER RELATIONS COMMITTEE  
*Dedicated to Serving the Needs of our Chapters in the NAWCC*

## Chapter Relations Committee

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## Who we are, our aim, and our purpose:

The Chapter Relations Committee (CRC) was formed in October of 2008 to focus on the relationship between the Chapters and the National Organization. Its primary objective is to strengthen the NAWCC chapters, establish confidence, trust and accountability between all the parties through timely and open communications and give guidance and support to the Chapters.

### WELCOME

Your NAWCC CRC has established this newsletter as a means of sharing important information with our NAWCC Chapter Officers. In these pages you will find news updates about the association, advice on increasing your Chapter membership while serving and supporting your current members, and official information about **NAWCC activities and programs that effect our membership at the chapter level. There's a lot of helpful material here, so enjoy!**

### MEMBERSHIP

The NAWCC has recently added several new membership categories, some of which may not be familiar to you. Here is the current list and description of membership categories:

Introductory Membership (4 month trial membership via chapters regionals) cost: \$20

Individual Membership — cost: \$70/year

Individual Membership (with online publications only) cost: \$60/year

Associate Membership (available for spouse/significant other of Individual members) cost: \$20/year

Youth Membership (17 years old or younger) cost: \$20/year

Student Membership (Enrolled full-time at recognized educational institution) cost: \$35/year

Business Memberships cost: \$125 to \$2,500/year depending upon type

Individual Contributory Level Memberships

Brass Membership cost: \$150/year Silver Membership cost: \$250/year

Gold Membership cost: \$500/year Platinum Membership cost: \$1,000/year

Ruby Membership cost: \$2,500/year Diamond Membership cost: \$5,000/year

### ANNOUNCE YOUR CHAPTER EVENTS WITH TARGETED EMAIL "BLASTS"

Many NAWCC Chapters suffer from declining membership and lack of event attendance. The NAWCC now offers a great new tool that can significantly increase your attendance, called an "Email Blast." By sending your event details and flyer materials to NAWCC along with the counties or zip codes you wish included in the mailing, NAWCC Communications Director Markus Harris can send out an "Email Blast" with your information to all NAWCC members in the target area! You'll be surprised how many responses you receive and how much interest you attract. It's a great way to stir up new interest in your Chapter, plus it attracts new members for your chapter among local NAWCC members unaware of nearby Chapters. It also gives members a chance to vent if not happy or make suggestions. Fees for the service are quite reasonable! Try it— you'll be amazed at the results.. For more information, contact Mr. Harris at [mharris@nawcc.org](mailto:mharris@nawcc.org).

## CHAPTER MEMBER RETENTION & RECRUITMENT ACTIVITIES

Activities such as these can spur enthusiasm and involvement into your chapter interaction!

### Become ambassadors

Send invitation letters to new NAWCC members in your area. Let chapter officers be ambassadors to the community. Warmly welcome each new member at their first chapter meeting.

### Get in touch

Phone contact all members on mailing list. Run recruitment programs in your chapter, for instance: *Recruit three new NAWCC members and Chapter will pay your NAWCC dues for a year.* Produce a bi-monthly newsletter to highlight individual member skills, expertise, and contributions to the chapter.

### Word of mouth

Contact non-chapter members to visit the chapter and follow up with personal contact. Encourage attendance of non-members at chapter educational programs.

### "Be Our Guest"

Encourage current members to bring a guest. Assign a mentor at each meeting to greet guests. Offer annual educational scholarships to assist any chapter members pursuing horological studies.

### Change the agenda

Expand and vary chapter activities to include workshops, programs, FSW workshops, and annual picnic or banquet

### Stay involved locally

Host a local clock repair class, throw a **local watch & clock "Antique Road-show" party for non-members**, etc.

## PROMOTE YOUR CHAPTER IN THE MART & HIGHLIGHTS

Over 60 Chapters submitted reports for publication in the April MART & HIGHLIGHTS... did your Chapter? Chapter Highlights is a popular feature in the MART where chapters report their meeting activities. NAWCC members enjoy reading about chapter programs and events, and Chapter Highlights provides useful information on programming and community services to encourage others.

Another way to advertise future chapter events and activities is through the MART & HIGHLIGHTS Chapter Events listing. If your chapter has a special speaker, is hosting a large Mart, or just needs to attract new chapter members, just write a concise article for the MART & HIGHLIGHTS NAWCC Chapter Events. Be sure to submit your chapter blurb a few months prior to the event, since space is limited. **It's a great way to reach out and welcome NAWCC newcomers who aren't yet chapter members, or to reach former members of your chapter and let them know what's happening.** If your chapter is not submitting reports to the MART & HIGHLIGHTS, please do!

To submit a listing for Chapter Events, please follow the instructions in the MART & HIGHLIGHTS. To submit chapter highlights, please refer to the Chapter Highlights guidelines and submission form on the NAWCC website, located here:

<http://www.nawcc.org/index.php/mart-a-highlights/chapter-reports->

## SERVICES FOR CHAPTERS OFFERED BY NAWCC

For your convenience, here's a list of available services offered to chapters by the NAWCC:

- ◆ Reduced rates for Chapter Insurance including insurance for Regionals
- ◆ Free hosting of chapter website
- ◆ Help Design your web site through NAWCC Communications Department
- ◆ Assistance with updating your web site and Chapter information
- ◆ Chapter activities on National calendar
- ◆ IMIS Software to support your meeting/regional registrations with our database
- ◆ Printing Services at below market rates utilizing NAWCC copiers and printers
- ◆ Mailing Service at bulk rates (for mailings with over 200 pieces)
- ◆ Suitcase workshops and **children's educational programs available**
- ◆ Programs for Chapter meetings, displays and exhibits for loan
- ◆ Bi-Monthly updates for address changes, new and dropped members
- ◆ Demographic lists available
- ◆ Speakers Bureau
- ◆ NAWCC Documents (Chapter Handbook, Sample Constitution and Bylaws, Charter)
- ◆ Assistance with IRS tax reporting
- ◆ Archive Chapter officer info in our database with chapter officer update form
- ◆ Chapter listing on National Chapter Finder on nawcc.org home page
- ◆ Publishes Chapter News and Highlights six times a year in the MART & HIGHLIGHTS
- ◆ Listing of Chapter and Chapter Officers in the Watch & Clock Bulletin
- ◆ The awarding of certificates and Fellows through the Awards Committee
- ◆ Assistance with advertising preparation for ads for Regionals
- ◆ Provide online chapter discussion group and file libraries on Community website
- ◆ Consulting on chapter matters from Chapter Relations Committee and NAWCC staff

## NAWCC US CHAPTERS AND THE INTERNAL REVENUE SERVICE (IRS)

Partly as the result of 9/11 and ties linking some US non-profits to terrorism funding, when the US government passed the Pension Reform Act of 2006 as part of the act they instituted a number of new regulations that effect non-profits including chapters of the NAWCC. Prior to the Act, non-profits with gross receipts of less than \$25,000 did not have to file any annual returns, now all non-profits regardless of size or receipts are required to file an annual return. For those with gross receipts of less than \$25,000 (\$50,000 effective 2012), the requirement is to file IRS Form 990-N which is referred to as an electronic postcard. The form can only be filed electronically and basically gathers contact information and no financial information. For those chapters that have gross receipts over the above mentioned thresholds, they must file IRS Form 990-EZ or Form 990, both of which require much more information and financial reporting. NAWCC Executive Director Steve Humphrey can assist chapters with filing the 990-N electronic postcard. Chapters who do not annually file these returns will be considered as businesses and required to file business returns and pay taxes on any profit or net revenue.

As to the various tax exempt designations available from the IRS, most chapters who have a designation are either 501(c)(7) or 501(c)(3). Chapters that are 501(c)(7) are determined to be Social and Recreation Clubs. This is a fairly broad category and meets the needs of many chapters. The limitations are that contributions to these chapters are not tax deductible and if their annual earnings on investments exceed \$1,000, they must pay tax on the earnings above \$1,000. Chapters that are 501(c)(3) are determined to be Charitable Organizations and are exempt from Federal taxes except on business activities not related to their purpose. Contributions to 501(c)(3) chapters are deductible on individual tax returns. The rules have tightened considerably on this category in recent years. New organizations applying for this designation or existing organizations that are audited have to be able to show that their activities are substantially charitable in nature. This means that 80-90% of what a chapter does must have a public benefit.

A number of our chapters acquired a tax determination in years past when applying was easier and fees were low or none. Many chapters that did not meet the requirement to file a return never bothered with seeking a determination and did not come to the attention of the Internal Revenue Service. If your chapter does not currently have a letter of determination from the IRS, there are three options.

1. *If your normal gross annual receipts are less than \$5,000, you can qualify under the small organization exemption. The word normal means that you are under \$5,000 based on a three year average. You can qualify for this by calling the IRS at 877-829-5500, option 2, then option 4 and asking to be setup for filing the 990-N and telling them you fall under the small group exemption as a 501(c)(7).*
2. *Your chapter can apply for an exemption on your own using IRS Form 1024 for 501(c)(7) or IRS Form 1023 for 501(c)(3) exemption. The application fee is \$400 for chapters with annual gross receipts of \$10,000 or less and \$850 for chapters with gross receipts over \$10,000.*
3. *In December 2009 the NAWCC applied on behalf of twenty-five chapters for a group exemption. The application has cleared the application process and is awaiting review by the IRS quality assurance section before the issue of a determination. We currently expect to receive the determination by June 2012. If granted, this will provide 501(c)(7) exempt status to these twenty-five chapters from the group based on whether they meet the IRS criteria. These initial chapters provided the funds (\$1,000) for the IRS fee. Once granted there are not currently fees to maintain the group exemption though the IRS is adding and increasing user fees almost annually.*

If you are not sure of the status of your chapter as it relates to Federal requirements for non-profit organizations, you should address as soon as possible. Executive Director Steve Humphrey is available to discuss details with you at [shumphrey@nawcc.org](mailto:shumphrey@nawcc.org).

## SOME UNIQUE NAWCC CHAPTER ACTIVITIES

*Held by Chapters of the NAWCC:*

Hold watch & clock contests where winners receive "mart dollars" they can spend for chapter activities at future meetings and events.

Annual Willard House workshop and biannual symposium

Spouse's program that accompanies regular chapter meeting

Mini Road Show / Clock and Watch Evaluation Day

An Open Meeting to invite the public

Spring Picnic / Fish Fry / Christmas Party / etc.

Special one-day meeting with an auction and educational program

Clock or Watch Restoration contest

Allow time for members to talk to each other, have cake and coffee

Show & Tell, bring in an item to tell about or ask questions

Watch and Clock Repair classes on weekends

Door prize drawings

Hold a donated item auction at annual meeting or picnic - all proceeds go to chapter treasury

Host an informational open house with local historical society

## WHAT IS THE COMMUNITY CENTER?

It's a whole separate area of our website, packed with a fantastic array of new communication options for NAWCC chapters.

If you're an NAWCC member you already have a member account waiting for you. And you're listed in our master directory. All you need to do is activate your account (if you haven't already), log onto the Community, set up your profile (so people can see who you are), and start sending messages and making contact with your friends and fellow members.

It's easy. Best of all, YOU control everything.

Click on MY NETWORK and select Profile. This opens your personal control panel; it's also your personal electronic business card. It shows your fellow members who you are... your name, your interests, your affiliations. Even your picture, if you feel like sharing it. But YOU decide what can be seen, and who else can see it.

Log on, go to DIRECTORY, and choose the menu option Find A Member to look up a fellow member, then send them a message. Your message will land in their email inbox. It's as simple as that.

### NOTICE:

The NAWCC COMMUNITY CENTER provides many useful facilities for **NAWCC chapters... however, since** the Community website is built around the NAWCC member roster, it is important that each chapter regularly provide the NAWCC with a current roster so that chapter members can be correctly identified and given access to their various chapter applications. Otherwise some members might not have access to their chapter facilities.

## NAWCC CHAPTER INSURANCE

The NAWCC has partnered with Association Health Programs (AHP) to provide chapters with discounted insurance services. Individual and business members can purchase health, disability, business and other insurance from AHP.

### NAWCC Chapter Insurance

#### Product Features

- ◆ General liability
- ◆ Personal & bodily injury coverage
- ◆ Property coverage
- ◆ Loss of income
- ◆ Equipment breakdown
- ◆ Money and securities coverage

#### Limits Available

- ◆ Maximum property value of \$3,000,000
- ◆ Liability limits up to \$1,000,000/\$2,000,000

#### Additional Advantages

- ◆ A.M. Best rated A++ carrier
- ◆ Quick turnaround time on submissions
- ◆ Superior policy issuance
- ◆ Policy is not subject to annual audits
- ◆ Provides coverage for chapter meetings, regionals and other events
- ◆ Annual premiums start at \$357

Our Insurance broker (AHP) can be contacted by phone at: 888 450-3040  
Our agent is Michelle Hirsch. She can be emailed here: [mhirsch@associationpros.com](mailto:mhirsch@associationpros.com)  
Click here for direct access: <http://www.associationpros.com/assoc/nawcc>

## THE NAWCC OFFERS ALL CHAPTERS A FREE WEBSITE ON OUR COMMUNITY SOCIAL MEDIA FACILITY

With our Community Center, the entire NAWCC becomes one big "Internet Chapter"-- always open, 24/7, and always ready for online association activity.

Want to start a private area where you and your chosen friends can exchange messages in private? Want someplace to store pictures, scans, or other media to share with your friends, chapter, or the entire membership?

It's already waiting for you in the NAWCC Community Center! Store your data in digital libraries for the use of you and your friends. Archive copies of your Chapter Newsletters, important research you've uncovered, photos from your last Mart... anything and everything! Or request a custom library for your own purposes. Perpetual data storage at your fingertips, and you hold the key.

Does your Chapter need a website to advertise it?

The Community Center is also designed to provide NAWCC members with easy-to-use website facilities, either for long term (Chapter websites) or temporary (programs and events) use. Best of all, no special internet expertise or web design software is required to maintain and update these website. Anyone can do it.

Visit the NAWCC Community Center by selecting the "Community" link from the main navigation bar on the NAWCC home page at [www.nawcc.org](http://www.nawcc.org), or by clicking the link below:

[NAWCC Community Center](#)

## DONATE TO THE NAWCC

There is now a quick and easy way for NAWCC members to donate or give a gift to the NAWCC— through PayPal!

You don't need a PayPal account to use the facility; all that's needed is a credit card. Use our new secure online donations application to donate any amount you want, whenever you want.

It's easy and it's completely safe. The link to our online donation application can be found here:

[DONATE ONLINE](#)

## MARKETING MATERIALS

Chapters requiring flyers, posters, and various marketing materials to better advertise themselves can contact Kim Craven at [kcraven@nawcc.org](mailto:kcraven@nawcc.org) to request a marketing pack.

Posters and flyers can also be downloaded and printed directly from the internet in assorted sizes. Interested chapters can download those flyers here:

[\*\*JOIN THE NAWCC 8.5" x 10"\*\*](#)

[\*\*JOIN THE NAWCC 11" x 14"\*\*](#)

[\*\*JOIN THE NAWCC 16" x 20"\*\*](#)

[\*\*CHAPTER MEETING 8.5" x 14"\*\*](#)

## NAWCC CHAPTER NEWSLETTERS

The NAWCC has created a service whereby chapters can send their newsletters to the Marketing department and have them printed and mailed for a reasonable fee. This enables our chapters to take advantage of our lower bulk mailing rates for mailings of over 200 pieces.

If you are interested in learning more, contact Kim Craven at [kcraven@nawcc.org](mailto:kcraven@nawcc.org).

## Inform your Members about these Resources!

**Member Resources** | With an NAWCC login and password, Members can access the following Internet resources and services. [Click Here to login](#) and then click on any link below to view the page. If you don't have a login contact us toll free at 1-877-255-1849.



[Searchable \*Bulletin\* archive 1943-2011](#)



[Current issue of the \*Watch & Clock Bulletin\* and NAWCC MART](#)



[Supplements from the \*Bulletin\*](#)



[Over 100 Library Videos](#)



[The Clock Records of E. Howard & Co.](#)



[Time In Office: Presidential Watch Videos](#)



[The Railroaders Corner Archive](#)



[Seth Thomas Company Tower Clock Records](#)



[The digitized Hamilton Ledgers Database](#)