

Executive Director's Report June 2010

Membership

	June 2010	June 2009	YTD 2010	YTD 2009	Gain/(Loss) vs. prior yr.	
New Members	123	89	309	321		
Lapsed Members	(65)	(388)	(561)	(1,211)		
Net Gain (Loss)	58	(299)	(252)	(890)		
Regular Members			16,950	18,217	(1,267)	-7.0%
Family/Associate			1,130	1,126	(4)	0.0%
Life			244	245	(1)	0.0%
Contributory			129	116	13	11.2%
Business			166	124	42	33.9%
Total Members			18,621	19,828	(1,207)	-6.1%
Budget Dues	\$92,840		\$273,780			
Actual Dues	\$95,371		\$278,155	\$295,407	(\$17,252)	-5.8%
Difference	\$2,531		\$4,375		vs. budget >	1.6%

Year to date membership is down 252 (1.3 percent) compared to down 890 (4.3 percent) last year and up 240 the preceding year.

Finances

FY 2011 OPERATIONS SUMMARY

	INCOME	EXPENSES	Net	CAPITAL	NET	YEAR TO DATE
APR 2010	155,633	197,612	(41,979)	2,860	(44,839)	(44,839)
MAY 2010	120,251	157,330	(37,079)	0	(37,079)	(81,918)
JUN 2010	222,659	215,537	7,122	0	7,122	(74,796)
	498,543	570,479	(71,936)	2,860	(74,796)	
YTD BUDGET	500,160	579,170	(79,010)	13,000	(92,010)	
YTD VARIANCE	(1,617)	(8,691)	7,074	(10,140)	17,214	

Income for the current year is 0.3 percent below budget, while expenses are below budget by 1.5 percent. This is a net actual shortfall of \$71,936 on an YTD expense budget of \$579,170 before capital. The shortfall is primarily due to the first quarter income historically being lower than later quarters, which is why the budgeted net is (\$79,010).

Investments

FUND	COST	VALUE 6/30/2010	INSTRUMENTS
NAWCC Investment Fund	\$540,504	\$454,135	Corporate Bonds, CD & Cash
Life Membership Fund	\$128,329	\$80,974	Stocks, Bonds & Cash
Museum Endowment Fund	\$300,110	\$280,338	Mutual Funds, CD & Cash
Museum & Library Investment Fund	\$781,629	\$692,787	Bonds, Equities, CD & Cash
Library & Research Center Endowment	\$88,353	\$86,870	Bonds, Equities & Cash
School Endowment	\$173,395	\$176,332	CD & Cash
	<u>\$2,012,320</u>	<u>\$1,771,436</u>	

The current values on investments reflect paper gains and losses due to market fluctuations. Since most of our investments are held to maturity, actual gains and losses will only occur at maturity or when an investment is sold.

Development

Regular donations total \$48,247 YTD versus \$42,267 the previous year. Grants total \$0 YTD versus \$23,923 last year. Endowment/investment fund donations total \$0 versus \$1,000 last year. In-kind donations total \$285 versus \$457 last year. In-kind donations do not include items donated to the School or to Museum collections for which the value is not determined. Releases have been executed to allow distribution of \$3,487 from the estate of Beryl P. Haas of Rochester, NY. The funds are for the Museum Endowment Fund in memory of Edwin Keys Haas, who was a member from 1954 to 1980.

Information Services

The \$awcc continues to be tested with plans to turn on the auction features by mid-July. Members registering on the site currently number 270, and there are over 93 classified listings. After testing the auction setup, it is planned to open the site to the public to buy in August. Through a contribution from an NAWCC member, Communications Director Markus Harris will be going full-time in July and will co-administer the site along with Ray Fanchamps. Our Association management software continues in the process of being updated. Videos and archival materials continue to be uploaded.

School of Horology

The new watch and clock programs convened on June 7. The watch program has 10 students and the clock program has 6 students. One additional student is auditing the Watch 200 course. The programs that started in June are 1,520 hours each or 3,040 hours of instruction for the combined program. The programs are a full year in length, starting in June and ending in May 2011. The SOH repair center currently has three graduates working on what has been a steady stream of watch and clock repair work. The School eBay store continues to list items as time allows. Jennifer Adams, the new registrar, and Katie Knaub, financial aid officer, continue with training from the Veterans Administration and other programs and agencies concerned with funding for our students. For the first time the School is participating in federal loan programs. This is in addition to the federal Pell Grants that we have worked with for a number of years.

Museum/Library

Visitation for May was 1,708, including 408 NAWCC members (23.8 percent). This represents the highest level of June visitation since the Museum reopened in 2000 and is the result of events held in conjunction with the NAWCC National Convention. Museum Admission revenue for June was \$5,054. NAWCC Store sales for June were \$17,408 and included sales from the NAWCC Convention. The Museum's online searchable collection database recorded 2,297 searches via the database's website.

The Museum staff is continuing with the AAM Accreditation worksheets and forms for submission to the American Association of Museums by late summer 2010. The Museum hosted an event rental for RGM Watches on June 16; the NAWCC donor reception; a member reception for the National Convention; and the Bond Watch exhibit opening on June 17.

The Bond Watches, James Bond Watches exhibit opened, as part of the NAWCC National Convention, on June 17. It is scheduled to run until April 30, 2011. Two grants are being applied for from the Steinman Foundations. One grant is to provide matching funds for security enhancements and a second is to assist with funding the 2011 exhibit/program schedule. Promotion of the Museum/Library's Hops 'N Clocks fundraising event scheduled for July 9, 2010, continued. In the past this event has raised over \$3,500 for Museum/Library operations. Ticket sales to date are exceeding last year. Work is ongoing with the Gallet Watch Group on promoting the sale of their Museum Edition Flight Officer wristwatch.

The library had 414 visitors for the month and loaned 339 items; 105 research and reference questions were answered, 201 items were donated, and 35 acquisitions were purchased.

Publications

Design, layout, proofing, and copyediting of *Bulletin* features and articles for the August issue, occupied much of June. The issue was delivered to Cadmus on June 28. The August issue continues to feature regular columns from Steve Nelson, Joel Trenalone, and Scotty Dean. These columns may run their course by the end of the year, and replacement columnists should be sought. Snowden Taylor still has a large presence in the Research column in the August issue. The Watch Repair in America series by David Christianson and Bruce Shawkey's wristwatches column provide consistent watch content this year. Our printer, Cadmus, representative has presented a competitive price for the addition of 16 pages of color in the *W&C Bulletin* without much additional price. Cadmus recently installed a 32-page color press. We are planning a trial run of 32 pages of color in the October *Bulletin*.

The August *MART* was delivered to the vendor on July 12. The theme for the August *MART* was promotion of our "6 for 5" advertising special rate, which begins in October. Color advertising in the August *MART*, which was our first 56-page issue in several years, was minimal. We did not sell any color advertising in the back of the issue. The "MART Magazine" was pushed to the back of the issue to take advantage of the available color pages to highlight the Magazine feature articles. A promotional letter, sent to over 200 auction houses and businesses, resulted in minimal response.

Special Order Publications: Sound files were reviewed and organized for Mark McKinley's talking clocks book. The author was contacted with questions about missing and unidentified sound files. Work has begun on Richard Watkin's book about watch collecting. Richard has sent a complete set of new images. The book will feature a list of recommended reading and an index, neither of which was featured in the *Bulletin* (when chapters were published as an ongoing series).

Publications staff members contributed time and effort to the National Convention, and Elise Leytham also represented the *MART* at the WorldWide Traders show preceding the Convention. In-house ads for all areas of the Association were designed for the August *MART* and August address carrier sheet. Support was also provided for Marketing press releases and eNewsletters. Website publication-area updating continues as needed. Work was completed on the School of Horology website redesign.

Communications

Staff continued maintenance and expansion of the NAWCC website and digital media. Monitoring of NAWCC message board and other online Chapter message boards continued. The 'Horological News and Links' website add-on was maintained. The June edition of Lapsed Member notice and Winding Up was sent via Constant Contact. The July edition of *Happenings* e-zine was produced and distributed, and the special exhibit for National Convention "How the Watch Was Worn" was set up and maintained.

The Communications Director attended an Internet Marketing Seminar (Crescendo) in Alexandria, VA. Work continued on the School of Horology website updates, 4Sale\$NAWCC verbiage, policy statements, design, and update. A chapter price quote for black-and-white printing of its newsletter was estimated.

Press releases were prepared for Bond Enthusiast Weekend, Advanced Hairspring Course (NAWCC News and trade publications), Convention – location of workshops (NAWCC News only), July Calendar of Events, Convention, and Spy Camp. Details were coordinated with Melanie Gardner from Fox 43 to arrange segments for the morning news. An LNP columnist was contacted about James Bond exhibit opening. Individual contacts were made to media regarding the Convention, which resulted in TV coverage through WGAL and WHP and newspapers – *Merchandiser* and *York Dispatch*. TV coverage for the Bond exhibit included WGAL and Channel 11 (CNN Newsline Affiliate) and newspaper coverage by LNP and *Sunday News*.

Staff planned and set up lunches and dinner for the Board of Directors' meeting. Special event setup included the staff/volunteer picnic and the James Bond exhibit opening.

Education/Volunteers

The Director of Education continued to process workshop registrations and coordinate advertisements with *MART* and Marketing Department. Registrations for the fall appraisal course and clock and watch workshops are gradually filling up. The director assisted with the James Bond Watch exhibit installation, coordinated volunteers for National Convention youth programs, and compiled information for AAM accreditation on Museum education and exhibits.

In the role of financial aid officer for the School, she continued to assist students who are eligible to receive financial aid and those who are interested in learning more about financial aid, continued to learn software and programs associated with processing aid, and worked with the registrar to refine processes for the student financial aid/application to the SOH.

Event work continues on Hops 'N Clocks and the James Bond enthusiast's weekend plus planning and gathering supplies for the youth summer program geared around spy activities for kids in conjunction with James Bond special exhibit. The annual volunteer and staff picnic was held at the Conestoga House and Gardens. Certificates were presented to volunteers and the annual volunteer of the year was awarded to Albert Weisser, Museum docent and longtime volunteer. Certificates were also sent to virtual volunteers and are being sent to message board moderators.

Admin/Other

Much of the month was spent in preparing for and participating in the June Board of Directors' meeting in Columbia and the National Convention in York. Work continues on the application for chapter group exemption with the IRS. Time was also spent on staff coordination and the policies for the 4sale\$awcc auction/classified website.

J. Steven Humphrey, Exec. Dir. 7/15/10

Controller's Report
 For June 2010 Period 3 FY 2011

All budget amounts have been revised based on the Board's approved budget of June 15, 2010. The June operational statement has a net operating surplus of \$7,122. This compares to a budgeted surplus of \$10,415. Below is a summary of revenue and expenses compared to budget with the capital expenditures:

	June Actual	June Budget	June Variance	Jun YTD Actual	Jun YTD Budget	Jun YTD Variance
Operating Revenue	222,659	225,860	(3,201)	498,543	500,160	(1,617)
Operating Expenses	215,537	215,445	(92)	570,479	579,170	8,691
Net Revenue/Expense	7,122	10,415	(3,293)	(71,936)	(79,010)	7,074
Capital Expenditures	0	7,000	7,000	2,860	13,000	10,140
Net after Capital Expenditures	7,122	3,415	3,707	(74,796)	(92,010)	17,214

The June revenue was below budget in total, but several departments and functions had provided better than budget revenue. The dues income is better than budget by \$2,531 for June and \$4,375 year-to-date.

National departments' expenses are under budget for the month by \$1,295 for June and \$5,035 year-to-date. The Telephone Marketing expense is over budget by \$1,628 for June, but remains below budget by \$918 year-to-date. The BULLETIN and the MART printing and postage expenses are \$1,600 below budget for June. The Information Service' professional services for the computer software changes are over budget by \$1,271 for the month. This expense will continue for the next several months. These expenses are operational expenses that can not be capitalized per the general accepted accounting standards.

Museum admissions are 76% of budget for the month, with the total Museum revenue at 90%. We received the Commonwealth of Pennsylvania operating grant of \$7,500 this month. The Museum store net sales are 150% of budget, with almost every category over budget from the member purchases during the National Convention. The Education department and the Library were on budget for the month.

The facilities costs are on budget for June, but both electricity and fuel costs are over budget by a total of \$1,993. Several factors that caused this overage were June was very hot month and we lack communication control over the chillers. We have two different vendors working on the controls for the chillers. We may need a new controller board that will cost over \$5,500. The board is not available now but should be available in August; we will continue to work on manually controlling the chillers.

The school year for students started June 7 with 9 watch and 6 students, with the tenth watch student starting in the second class; therefore, the school tuition is below what was budgeted for 17 students by \$4,930. We had scheduled a second industrial class for June, but did not have enough attendees to teach the class. The revenue from Donated Items Sold and the Repair Center are greater than the budget by \$1,723. The school expenses are lower than budget by \$2,622, that includes the final payroll check for earned vacation and sick time for the former School Registrar of \$2,080.

We received \$15,086 in unrestricted, temporary restricted and endowment donations from 59 donors and two chapters. This includes the \$7,500 operating grant from the Commonwealth of Pennsylvania.

At the end of June the net liquidity reserve was \$402,157. The market change on the NAWCC investment accounts for June was a negative change of \$5,959.

I attended a seminar on fiduciary responsibilities for our 401K plan and with us using TIAA-CREF as of provider we meet or exceed the federal requirements. The other seminar was on the new healthcare reform and how it will affect the NAWCC. The changes we made to our plan that went into effective April 1, (seven days after the law when it to effect), will require us to meet all of the new federal guideline for our health plan going forward, since we no longer have a "grandfather" plan. I changed the budget amounts per the approved revised budget which took two days.

Charles J. Auman
 Controller
 July 9, 2010

National Association of Watch Clock Collectors, Inc.
From 6/1/2010 Through 6/30/2010

01 - Operations
(In Whole Numbers)

	Current Month	Current Month	Variance	Last Year Current	YTD Actual	YTD Budget	YTD Budget	Last Year
	Actual	Budget		Month Actual			Variance	Actual
REVENUE								
ADMINISTRATION	1,721	1,580	141	1,101	5,621	3,940	1,681	3,961
MEMBERS SERVICES	94,878	92,560	2,318	98,472	280,189	274,680	5,509	295,862
COMMUNICATIONS	600	1,180	(580)	43	3,300	6,540	(3,240)	5,961
DEVELOPMENT	5,110	2,100	3,010	2,063	8,978	6,000	2,978	5,950
PUBLISHING SERVICES	28,235	31,500	(3,265)	33,567	58,064	60,100	(2,036)	63,498
INFORMATION SERVICES	0	100	(100)	400	430	500	(70)	1,625
FACILITIES	590	0	590	0	828	0	828	0
MUSEUM	14,209	15,800	(1,591)	23,955	26,236	27,050	(814)	51,725
EDUCATION	1,757	2,100	(344)	2,057	11,596	12,160	(564)	8,803
LIBRARY SERVICES	1,039	1,520	(481)	4,323	3,105	4,390	(1,285)	6,936
MUSEUM STORE	8,416	5,600	2,816	4,801	12,937	11,180	1,757	9,513
SCHOOL	51,941	60,130	(8,189)	14,529	58,089	66,720	(8,631)	58,800
FIELD SC WORKSHOPS	13,215	10,740	2,475	7,275	25,360	23,090	2,270	19,500
REAL ESTATE HOLDING	950	950	0	500	3,810	3,810	0	1,500
Total REVENUE	222,659	225,860	(3,201)	193,086	498,543	500,160	(1,617)	533,633
EXPENSES								
ADMINISTRATION	22,837	23,765	928	25,421	68,308	68,655	347	71,094
MEMBERS SERVICES	16,747	14,780	(1,967)	13,648	44,199	44,730	531	38,640
COMMUNICATIONS	4,476	4,330	(146)	3,063	11,993	12,210	217	9,920
DEVELOPMENT	3,463	3,560	97	5,029	8,751	8,640	(111)	9,172
PUBLISHING SERVICES	53,464	55,650	2,186	58,472	122,294	124,340	2,046	129,996
INFORMATION SERVICES	12,013	12,210	197	13,304	33,175	35,180	2,005	35,378
FACILITIES	21,803	21,220	(583)	21,853	62,648	64,390	1,742	62,001
MUSEUM	12,789	14,630	1,841	15,206	39,407	41,025	1,618	40,413
EDUCATION	4,022	4,990	968	5,716	15,909	17,910	2,001	15,097
LIBRARY SERVICES	8,712	9,345	633	9,620	24,709	25,595	886	26,435
MUSEUM STORE	3,598	4,230	632	3,398	9,273	10,710	1,437	10,023
SCHOOL	30,528	33,150	2,622	38,207	95,761	101,480	5,719	88,127
BOARD/COMMITTEES	5,071	4,100	(971)	3,807	7,318	5,900	(1,418)	7,015
FIELD SC WORKSHOPS	15,070	8,620	(6,450)	7,289	24,226	15,190	(9,036)	18,953
REAL ESTATE HOLDING	945	865	(80)	51	2,509	3,215	706	182
Total EXPENSES	215,537	215,445	(92)	224,084	570,479	579,170	8,691	562,446
NET REVENUE OVER/UNDER EXPENSE	7,122	10,415	(3,293)	(30,999)	(71,936)	(79,010)	7,074	(28,814)
CAPITAL EXPENDITURES								
COMPUTER SOFTWARE	0	2,000	2,000	650	2,860	8,000	5,140	5,555
SCHOOL	0	0	0	2,175	0	0	0	26,752
FACILITIES	0	5,000	5,000	0	0	5,000	5,000	0
GIFT IN KIND	0	0	0	0	0	0	0	0
NET AFTER CAPITAL EXPENDITURES	7,122	3,415	3,707	(33,824)	(74,796)	(92,010)	17,214	(61,121)

02 - Temp Funds
(In Whole Numbers)

	Current Month	Current Month	Variance	Last Year Current	YTD Actual	YTD Budget	YTD Budget	Last Year
	Actual	Budget		Month Actual			Variance	Actual
REVENUE								
PUBLISHING SERVICES	0	300	(300)	0	0	600	(600)	0
INFORMATION SERVICES	0	100	(100)	6,853	0	300	(300)	6,853
FACILITIES	0	0	0	0	21,000	0	21,000	0
MUSEUM	32,909	22,000	10,909	3,037	43,987	30,000	13,987	3,158
LIBRARY SERVICES	596	920	(324)	2,816	3,592	2,960	632	13,239
SCHOOL	0	0	0	200	25	0	25	200
BOARD/COMMITTEES	0	0	0	0	500	0	500	0
FIELD SC WORKSHOPS	0	0	0	0	50	0	50	50
Total REVENUE	33,505	23,320	10,185	12,906	69,155	33,860	35,295	23,501
EXPENSES								
PUBLISHING SERVICES	2,188	0	(2,188)	0	2,512	0	(2,512)	0
INFORMATION SERVICES	0	100	100	0	0	300	300	0
FACILITIES	0	0	0	0	5,364	0	(5,364)	0
MUSEUM	3,355	0	(3,355)	0	7,309	5,000	(2,309)	3,230
EDUCATION	500	0	(500)	106	500	0	(500)	1,356
LIBRARY SERVICES	1,954	2,000	46	970	3,482	7,200	3,718	7,880
Total EXPENSES	7,997	2,100	(5,897)	1,076	19,168	12,500	(6,668)	12,466
NET REVENUE OVER/UNDER EXPENSE	25,508	21,220	4,288	11,829	49,987	21,360	28,627	11,035

03 - Endowments
(In Whole Numbers)

	Current Month	Current Month	Variance	Last Year Current	YTD Actual	YTD Budget	YTD Budget	Last Year
	Actual	Budget		Month Actual			Variance	Actual
REVENUE								
LIBRARY SERVICES	20	0	20	0	20	0	20	0
Total REVENUE	20	0	20	0	20	0	20	0
NET REVENUE OVER/UNDER EXPENSE	20	0	20	0	20	0	20	0

REGULAR DONATIONS / GRANTS / ENDOWMENTS - FY '11

REGULAR DONATIONS

	ASSOCIATION		MUSEUM		LIBRARY		SCHOOL		Total
	Unrestricted	Restricted	Unrestricted	Restricted**	Unrestricted	Restricted*	Unrestricted	Restricted	
Apr.	6,673.00	21,630.00	20.00		179.00	36.00	315.00		28,853.00
May	1,282.50	358.00	402.00		72.95	2,127.45	40.00	25.00	4,307.90
June	5,980.43	590.00	7,610.00	500.00	320.00	31.00	55.00		15,086.43
July									0.00
Aug.									0.00
Sept.									0.00
Oct.									0.00
Nov.									0.00
Dec.									0.00
Jan.									0.00
Feb.									0.00
Mar.									0.00
Total	13,935.93	22,578.00	8,032.00	500.00	571.95	2,194.45	410.00	25.00	48,247.33

* Includes donations to the Library Acquisition Fund

** Includes donations to the Museum Acquisition Fund

IN-KIND donations (FMV) - NOT included above	
Apr	\$285 Upgrade to Vbulletin
TOTAL INKIND DONATIONS	\$285

NAWCC INVESTMENTS & SPECIAL FUNDS - FY 2010

BROKER	ACCT #		ORIGINAL COST	CURRENT				3-MONTH CHANGE	
				06/30/2010	05/31/2010	MONTH CHANGE	03/31/2010		
NAWCC INVESTMENT FUND									
MERRILL LYNCH	807-02011	CASH/MONEY ACCOUNTS	8,936	1,862	619	1,243	11,664	(9,802)	05/14/10 \$50,000 Withdraw
		CDS/EQUIVALENTS	100,000	64,035	64,068	(33)	100,245	(36,210)	
		CORPORATE BONDS	280,000	215,250	212,450	2,800	218,400	(3,150)	
		EQUITIES	1,568	20,640	19,283	1,357	22,119	(1,479)	
		ESTIMATED ACCRUED INTEREST		15	0	15	37	(22)	
NATIONWIDE BANK	100002393401	CD 1 YR @ 1.75% MATURES 2/4/2011	50,000	50,348	50,276	72	50,131	217	
UNION NATIONAL BANK	600022799/1	CD 9 MO @ .95% MATURES 09/20/2010	100,000	101,985	101,903	82	101,741	244	
TOTAL			540,504	454,135	448,599	5,536	504,337	(50,202)	
NAWCC ENDOWMENT FUND / SCHOOL OF HOROLOGY									
MERRILL LYNCH	807-02064	CASH/MONEY ACCOUNTS	23,395	23,347	23,346	1	23,344	3	
METRO BANK	2501224	CD 271 DAYS @ 1% MATURES 09/16/10	150,000	152,985	152,855	130	152,601	384	
TOTAL			173,395	176,332	176,201	131	175,945	387	
MID-WEST REGIONAL SCHOLARSHIP									
VANGUARD	40-09896590550	500 INDEX FUNDS	23,933	24,123	25,459	(1,336)	27,242	(3,119)	
METRO BANK	626475370	SAVING	120	120	120	0	120	0	
PEOPLES BANK	3180014291	CD 10 MO @1.6% MATURES 08/02/2010	1,781	1,803	1,800	3	1,796	7	
TOTAL			25,834	26,046	27,379	(1,333)	29,158	(3,112)	
PRITCHARD FUND									
METRO BANK	626475362	SAVING	2,888	2,893	2,892	1	2,891	2	
PEOPLES BANK	3180014283	CD 10 MO @1.6% MATURES 08/02/2010	40,605	41,090	41,036	54	40,928	162	
TOTAL			43,493	43,983	43,928	55	43,819	164	
NAWCC LIFE MEMBERSHIP INVESTMENTS									
MERRILL LYNCH	807-02012	CASH/MONEY ACCOUNTS	3,441	3,831	3,773	58	2,081	1,750	
		CORPORATE BONDS	23,000	14,769	14,528	241	19,989	(5,220)	
		PREFERRED STOCK	97,500	60,099	65,130	(5,031)	69,693	(9,594)	
METRO BANK	626475347	SAVING	4,388	2,275	3,814	(1,539)	360	1,915	
TOTAL			128,329	80,974	87,245	(6,271)	92,123	(11,149)	
MUSEUM ACQUISITIONS FUND									
METRO BANK	626475388	SAVING	22,394	48,835	25,526	23,309	5,347	43,488	
TOTAL			22,394	48,835	25,526	23,309	5,347	43,488	
MUSEUM ENDOWMENT FUND									
MERRILL LYNCH	807-04362	CASH/MONEY ACCOUNTS	33,950	33,880	33,879	1	33,957	(77)	
		CORPORATE BONDS	85,000	83,371	81,989	1,382	84,170	(799)	06/30/10 - Int. withdrawal \$265
		FIXED INCOME	14,295	13,387	13,293	94	13,344		YTD interest withdrawn - \$1,510
		EQUITIES	64,770	46,901	49,600	(2,699)	53,396	(6,495)	
NATIONWIDE BANK	10000239401	CD 1 YR @ 1.75% MATURES 2/4/2011	102,090	102,799	102,653	146	102,356	443	
TOTAL			300,105	280,338	281,414	(1,076)	287,223	(6,928)	
LIBRARY AND RESEARCH CENTER ENDOWMENT FUND									
MERRILL LYNCH	807-04380	CASH/MONEY ACCOUNTS	10,965	12,881	12,658	223	12,244	637	
		CORPORATE BONDS	65,000	63,754	62,698	1,056	64,366	(612)	
		FIXED INCOME	1,966	2,268	2,250	18	2,259	9	
		EQUITIES	10,422	7,967	8,431	(464)	9,043	(1,076)	
TOTAL			88,353	86,870	86,037	833	87,912	(1,042)	
MUSEUM AND LIBRARY INVESTMENT FUND									
MERRILL LYNCH	807-04406	CASH/MONEY ACCOUNTS	30,850	30,909	30,907	2	30,902	7	06/30/10 - Int. withdrawal \$1,379
		CORPORATE BONDS	400,000	340,250	335,625	4,625	345,411	(5,161)	YTD interest withdrawn - \$6,798
		FIXED INCOME	35,714	30,502	30,254	248	30,383	119	
		EQUITIES	134,333	107,268	113,515	(6,247)	121,752	(14,484)	
UNION NATIONAL BANK	600022721/1	CD 9 MO @ .95% MATURES 09/20/2010	145,000	147,878	147,759	119	147,524	354	
NATIONWIDE BANK	100002393401	CD 1 YR @ 1.75% MATURES 2/4/2011	35,732	35,980	35,929	51	35,825	155	
TOTAL			781,629	692,787	693,989	(1,202)	711,797	(19,010)	
TOTAL NAWCC INVESTMENTS			2,104,036	1,890,300	1,870,318	19,982	1,937,661	(47,404)	

Member Services Report – June 2010
 Pamela J. Lindenberger, Member Services Manager

Individual Memberships	Jun 30	May 31	Apr 30	Mar 31
Regular	16,950	16,893	16,986	17,207
Family	1130	1133	1137	1138
Life	244	244	244	244
Total Individual	18,324	18,270	18,367	18,589

Contributory Memberships

Brass	98	100	99	96
Silver	18	18	18	18
Gold	8	7	7	7
Platinum	4	4	4	4
Ruby	1	1	1	1
Diamond	0	0	0	0
Total Contributory	129	130	129	126

Business Memberships

Regular	157	154	149	149
Silver	5	5	5	5
Gold	3	3	3	3
Ruby	1	1	1	1
Total Business	166	163	158	158

Total Membership	18,621	18,563	18,654	18,873
Gain/Loss	+58	-91	-219	-155

Total New & Reinstated Members

<i>Jun</i>	<i>(May)</i>	Mail / Phone / Web / Reg / ComNet					Highest Member #
New 123	95	22	12	59	30	0	172,393
Rei 186	121	48	47	12	43	36	
Total 309	216	70	59	71	73	36	

Suspended Members	Total	Paid-to-Date	Net
Jul 1 (Jun 30 expiration)	385		
Jun 1 (May 31 expiration)	351	63	288

Dropped Due to Non-Payment 7/1/2010

Apr 30 expiration	293
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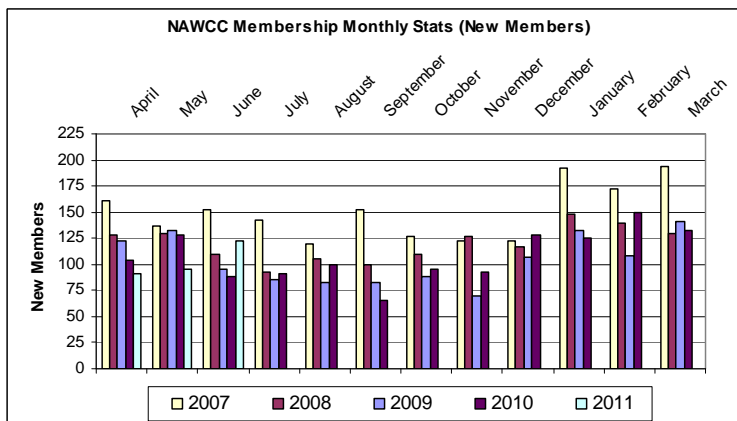
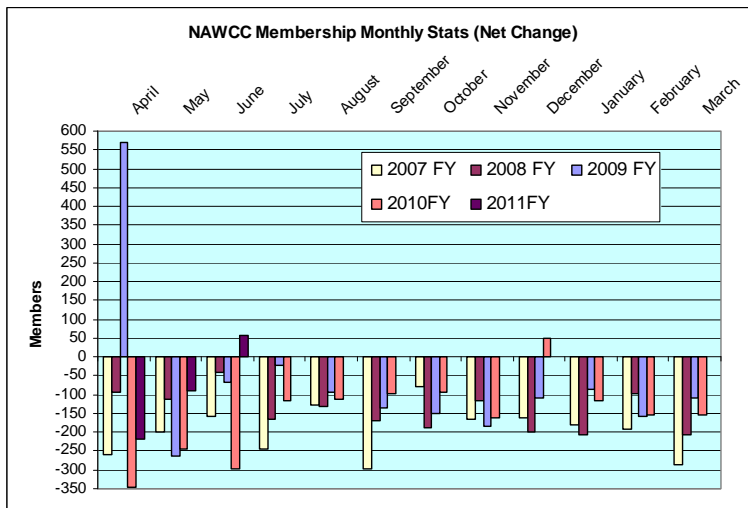
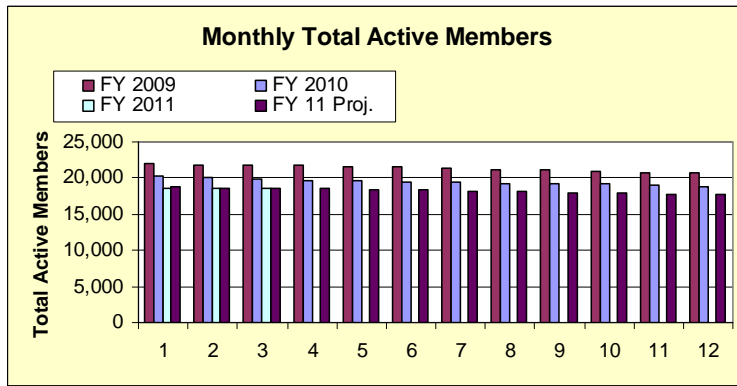
Total Drops Due to:

Deaths	5
Resignations	6
Ins Funds/Other	1
Online Only Publications	581

FY / YTD Totals – 4/1 to 6/30

	New Members	Retention	Member Net
2010 / 2011	309	-561	-252
2009 / 2010	321	-1211	-890
2008 / 2009	350	-110	240

MEMBER SERVICES REPORT – JUNE 2010



Notes of Interest:

- Member Services present at National Convention to sign up new members, reinstate past members, and helped with registering members for event with credit cards
- Two regionals submitted applications as well as the National Convention –
 - North Coast – 10
 - Pacific NW – 10
 - National Convention – 51
- Redesigned dues invoice
- Jan thru Mar non-payment of dues members sent to ComNet Marketing Group
- Ongoing help with members logging on website
- Providing weekly file of registrants for Mid-South Regional
- Continuing researching & updating chapter rosters

Pam Lindemberger, Manager
NAWCC Member Services

iMIS:

Working with IBC to prepare for the upgrade of iMIS.
Installed iMIS Development test site on PC for testing of the new iMIS upgrade.
Had users test the various functions of iMIS on the Development workstation.

Websites:

Updated course schedule pages on School website.
Updated Chapter 2 website on Community page.
Set up sub domain for Pocket Watch Horology Chapter.

Hardware/Software

4 PC's configured for use at the National Convention, for VPN connection to iMIS for Membership and the Registration Program.
4 wireless routers configured and installed in Library, Lobby, Theater and the Conference Room. These allow visitor's access to the Internet but not to our internal network.
Extracting IP addresses from Spam email and blocking them on our firewall to cut down on spam.
Continuing process of collecting quotes for cabling to the School. 4 quotes received scope of work revised to economize cost.
Purchased and installed new license for CA antivirus program for network and PCs and the Watchguard license for our Firewall.
Installed new Copier at the School and moved the School's copier over to the Library.
Configured new PC's for Jim Michaels, Jennifer Adams and Al Dodson at the School.
Our Color Laser printer is no longer functioning properly and I am researching the purchase of a replacement. We have a Chapter which may be willing to donate money for its purchase.

Participation at NAWCC National

Arranged for wireless connection at National for access to iMIS and local NAWCC Network files.
Transported, set up and supported computer equipment at National for Membership and Registration groups.
Arranged for video and audio equipment to be collected and delivered to Bill Ward for use at National. Helped in setup and running of audio/video equipment for presentations at National.

June 2010 Communications Department Monthly Report

Markus Harris, Director of Communications

Department Highlights:

Communications

- Continued maintenance and expansion of NAWCC website and digital media. Updated website and other digital media daily as necessary. Monitored NAWCC message board and other online Chapter message boards. Maintained 'Horological News and Links' website add-on.
- Sent June edition of Lapsed Member notice and Winding Up via Constant Contact
- Produced and sent July edition of Happenings e-zine
- Set up and maintained "How The Watch Was Worn" special exhibit for National Convention
- Attended Internet Marketing Seminar (Crescendo) in Alexandria, VA.
- Continued work on School of Horology website updates, 4Sale\$NAWCC verbiage, policy statements, design and update.
- Sent Chapter 173 price quote for black and white printing of its newsletter

Marketing

- Prepared and mailed press releases for: Bond Enthusiast Weekend, Advanced Hairspring Course (NAWCC News and trade publications), Convention – location of workshops (NAWCC News only), July Calendar of Events, Convention, Spy Camp.
- Printed posters and sign-up sheets for Picnic
- Coordinated details with Melanie Gardner from Fox 43 to arrange segments for morning news
- Contacted LNP columnist about James Bond opening
- Handled mailing including posters, flyers and table tents done to area beer distributors and Hops 'n' Clocks vendors
- Sent out numerous planned giving packets for Development
- Emailed Hops 'n' Clocks vendors confirming details, asking what they would be providing, and requesting door prizes
- Made individual contacts to media regarding convention which resulted in TV coverage through WGAL and WHP and newspapers – Merchandiser and York Dispatch
- TV coverage for Bond exhibit included WGAL and Channel 11 (CNN Newsline Affiliate) and newspaper coverage by LNP and Sunday News

Special Events

- Planned & shopped for all items needed to cater Board meals, set-up and served. Finalized plans with caterers for Board Meeting.
- Shopped for supplies needed for James Bonds exhibit opening
- Confirmed final arrangements for picnic including correspondence with caterer (Hess's), Conestoga Gardens, Lifeguard, and employees and volunteers, purchased 5 year gifts for employees at picnic
- Contacted restaurant to arrange and confirm arrangements for Board dinner, planned menu for Board Meeting dinner and emailed all members for their selections

June 2010 Publications Department Monthly Report

Periodicals – Bulletin

- Design, layout, proofing, and copyediting of Bulletin features and articles for the August issue occupied much of June. The issue was delivered to Cadmus on June 28. The August issue continues to feature regular columns from Steve Nelson, Joel Trenalone, and Scotty Dean. These columns may run their course by the end of the year and replacement columnists should be sought. Snowden Taylor still has a large presence in the Research column in the August issue. The watch repair in America series by David Christianson and Bruce Shawkey's wristwatches column provide consistent watch content this year.
- Work continues on many future articles.
- Our Cadmus representative Margo Evans has presented a competitive price for the addition of 16 pages of color in the W&C Bulletin without much additional price. Cadmus recently installed a 32-page color press. We are planning a trial run of 32-pages of color in the October Bulletin.

Periodicals – Mart

- The August MART was delivered to the vendor on July 12.
- The theme for the August MART was promotion of our "6 for 5" advertising special rate, which begins in October.
- Color advertising in the August MART, which was our first 56-page issue in several years, was minimal. We did not sell any color advertising in the back of the issue. The MART Magazine was pushed to the back of the issue to take advantage of the available color pages to highlight the Magazine feature articles. A testimonial written by a student in Joe Cohen's appraisal course was featured in the Magazine.
- Our Constant Contact promotional letter, sent to over 200 auction houses and businesses, resulted in minimal response.

Special Order Publications

- Sound files were reviewed and organized for Mark McKinley's talking clocks book. The author was contacted with questions about missing and unidentified sound files.
- Work has begun on Richard Watkin's book about watch collecting. Richard has sent a complete set of new images. The book will feature a list of recommended reading and an index, neither of which were featured in the Bulletin (when chapters were published as an ongoing series).

Other Activities and Support Materials

- All staff members contributed time and effort to the National Convention and Elise Leytham also represented the MART at the WorldWide Traders show preceding the Convention.
- Inhouse ads for all areas of the Association were designed for the August MART and August address carrier sheet.
- Support was provided for Marketing press releases and eNewsletters.

Website

- Publication-area updating continues as needed.
- Work was completed on the School of Horology website redesign.

**Education Monthly Report
June 2010**

Museum Education Programs, Exhibits, and NAWCC Workshops

- Continued to process workshop registrations and coordinate advertisement with MART and marketing department. Beginning to receive registrations for fall appraisal course.
- Assisted with the James Bond Watch exhibit installation.
- Coordinated volunteers for National Convention youth programs.
- Compiled information for AAM accreditation on museum education and exhibits.

Education Visitation Attendance

June 2010: education programs: 43 2011 FY total: 278
 non-education programs: 0
 Library Pass Participants:44 Museum Guides Sold: 60
 Junior Horologist : 0

NAWCC School of Horology- Financial Aid

- Continued to assist students who are eligible to receive financial aid and those who are interested in learning more about financial aid.
- Continued to learn software and programs associated with processing aid.
- Working with Jennifer Adams to refine process for student financial aid/application to the SOH.

Volunteer Program

- We held the annual volunteer and staff picnic at the Conestoga House and Gardens. Certificates were presented to volunteers and the annual volunteer of the year was awarded to Albert Weisser, museum docent and long time volunteer. Certificates were also sent to virtual volunteers and are being sent to message board moderators.

Total Volunteer Hours for June: 501.5

Public Programs

- Work continues on Hops N Clocks and the James Bond enthusiasts weekend
- Continued planning and gathering supplies for the youth summer program geared around spy activities for kids in conjunction with James Bond special exhibit

June Public Program/Events Attendance: n/a

Total Public Program Attendance/Events for FY2011: n/a

Museum Outreach Program: none

Museum Outreach Program Attendance Figures: May: 0 FY2010 YTD: 0

Museum Director's Monthly Report – June 2010
Noel Poirier

General Museum & NAWCC Store

- Museum Admission revenue for June was \$5054.00. An additional \$1480.00 was collected for the upcoming Hops 'n' Clocks event.
- Visitation for June was 1708 including 408 NAWCC members (23.8%). This represents the highest level of June visitation since the Museum reopened in 2000 and is the result of events held in conjunction with the NAWCC National Convention.
- NAWCC Store sales for June were \$17,408.55 and included sales from the NAWCC Convention.
- Continuing to fill out AAM Accreditation worksheets and forms for submission to the AAM in the summer 2010.
- Museum hosted an event rental for RGM Watches on June 16, the NAWCC Donor Reception and Bond Watch exhibit opening on June 17.

Collections

- The Museum's online searchable collection database recorded 2297 searches via the database's website.
- The Museum was offered, for purchase, a 19th century marine chronometer. The Museum Collection Team determined that the item did not sufficiently meet the Museum Collection Plan Needs and it was determined to not purchase the item at the seller's asking price.

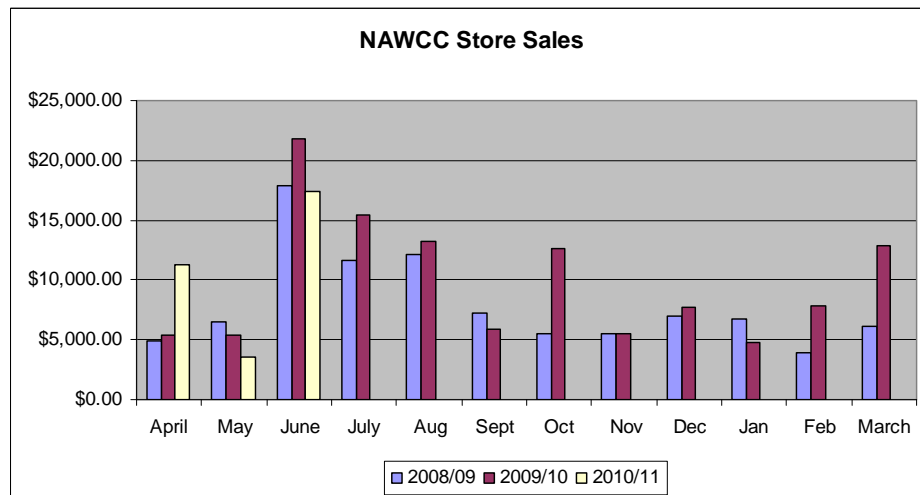
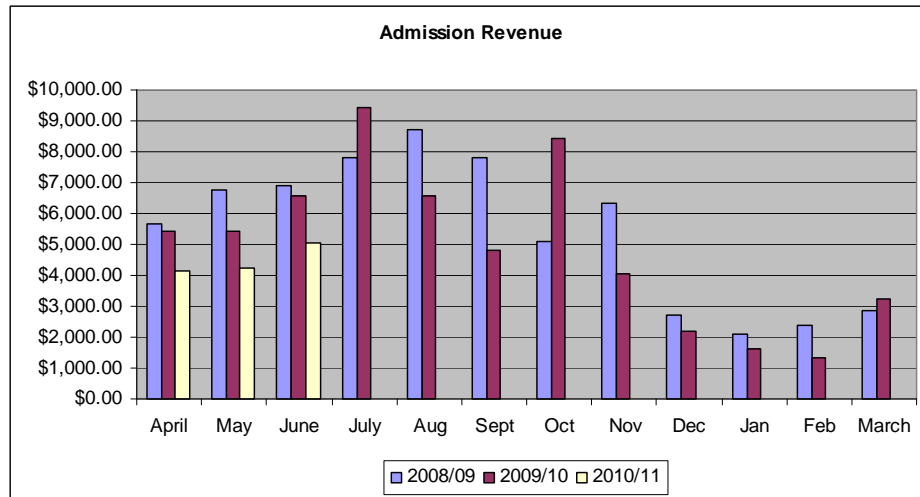
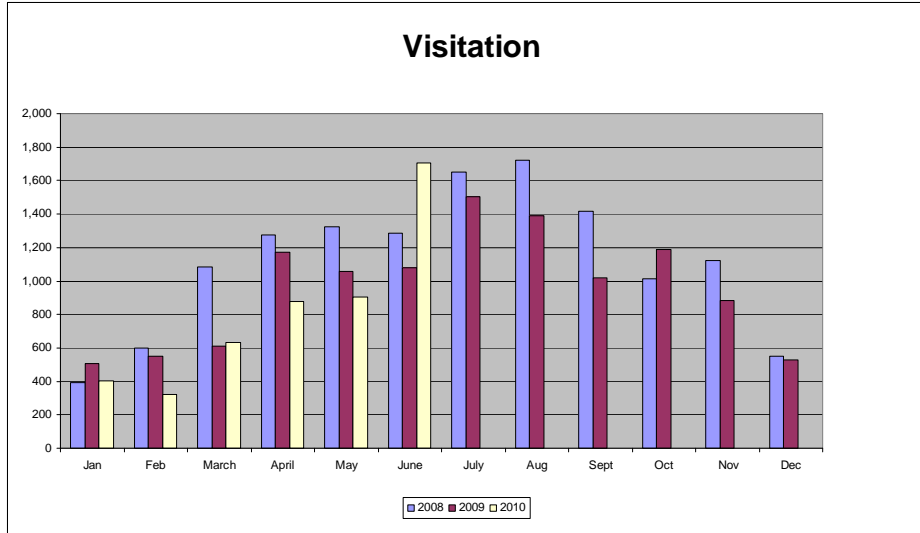
Exhibitions

- The Bond Watches, James Bond Watches exhibit opened, as part of the NAWCC National Convention, on June 17. It is scheduled to run until April 30, 2011.

Development

- Applying for two grants from the Steinman Foundations. One to provide matching funds for security enhancements and a second to assist with funding the 2011 exhibit/program schedule.
- Continued promoting the Museum/Library's Hops 'n' Clocks fundraising event scheduled for July 9, 2010. In the past this event has raised over \$3500 for Museum/Library operations. Ticket sales to date are exceeding last year.
- Working with the Gallet Watch Group on promoting the sale of their Museum Edition Flight Officer wristwatch.

Museum Report – June 2010
Addendum

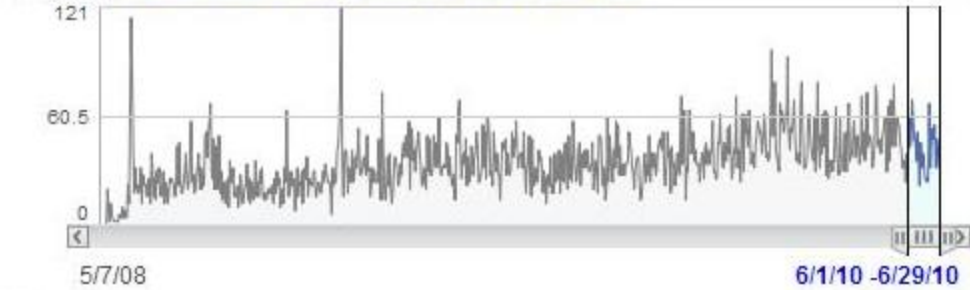


My Account

- Videos
- Insight**
- Messages
- Settings

Total views of all videos: 27,077. In the selected range and region: 1,195

Show previous: 1day 7days 1month 3months 6months 1year Max



Show region: All USA Asia Africa Europe Middle East South America [Zoom](#)



Selected region: All

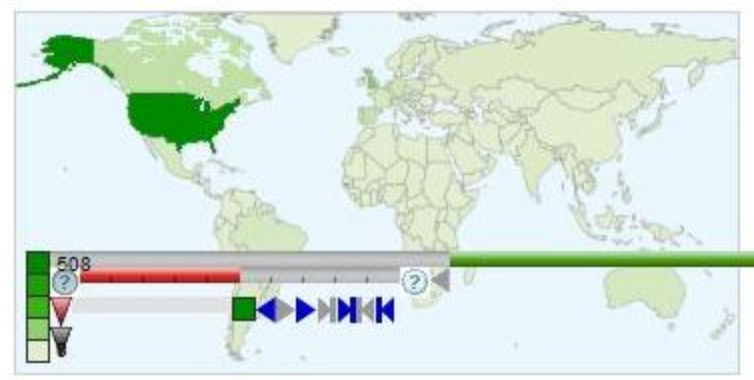
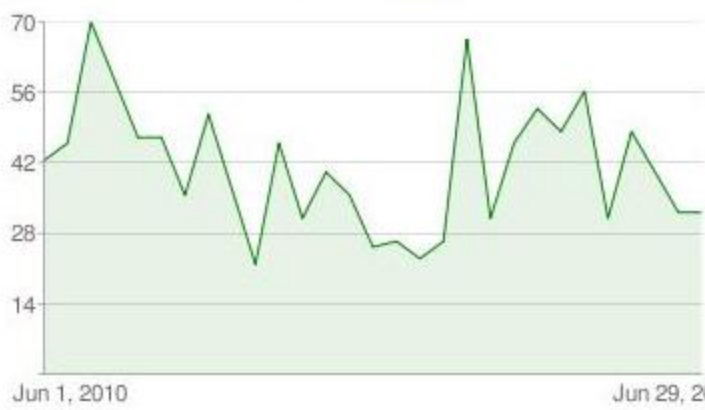
All Videos

- Summary
- Views**
- Discovery
- Demographics
- Community
- Subscribers

Views

How many views are my videos getting?

Daily views ▼ Show unique users



Top videos

% of total views

Video Title	% of total views
Galileo Clock Escapement	18.2
E. Howard Tower Clock	12.6
IBM Master Clock	12.1
Tall Case Clocks	10.6
Escapement Model	8.5
Rolling Ball Congreve Clock	6.4
R.W. Smith No. 2 Pocket Watch	4.7
Banjo / Patent Clock	4.7
Tall Case Clock Movement	3.8
National Watch & Clock Museum Pocket Watch Gallery	3.3

Download reports for this channel: [csv](#)

Each day reported is 24 hours, starting at midnight, pacific standard time. The data represented on this page is an aggregate informational representation. The actual number of views may be higher or lower.

New Insights Dashboard

Hey Insights users: we've launched a new version of the Insights dashboard, available at <http://www.facebook.com/insights>. The new version has many new features including analytics on your Page's tabs, referral sources, and the ability to track Facebook sharing and Likes on your own blog or website. There's a blog post explaining some of the new changes here. Please check it out and let us know what you think on our Page: <http://www.facebook.com/FacebookPages!>



39 Interactions This Week [?] **31** Likes **8** Comments **1** Wall Posts

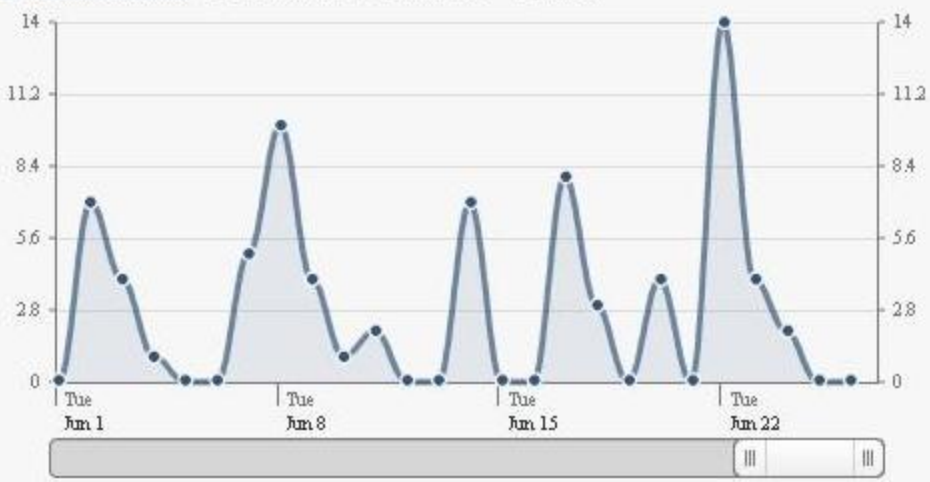
3.5 Post Quality [?]

Fans Who Interact With National Watch & Clock Museum

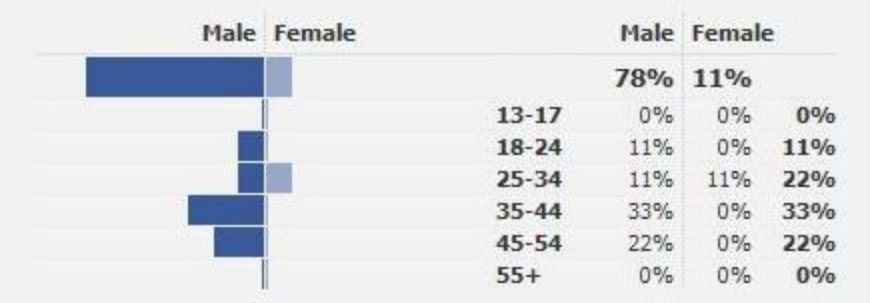
Interactions Over Time [Learn more](#)

Choose a graph: **Interactions**

Total Interactions Comments Wall Posts Likes



9 Active Fans This Week [?] ↓ **-4** Since Jun 28



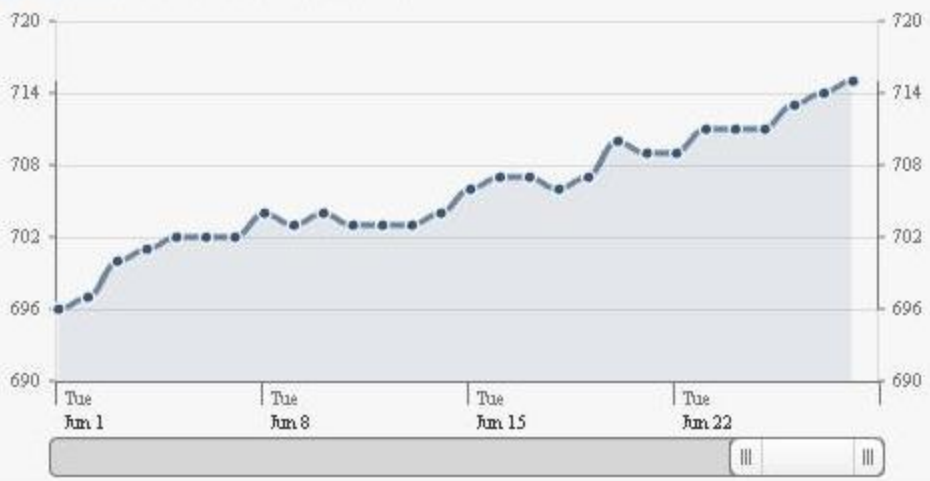
Top Countries: **United States** (4) | Top Languages: **English (US)** (4)

All Fans of National Watch & Clock Museum

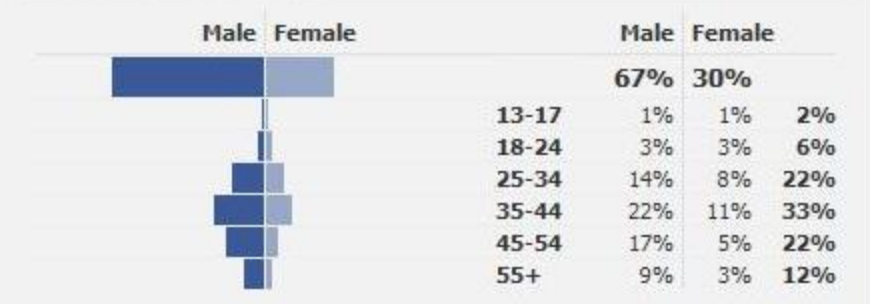
All Fans Over Time [Learn more](#)

Choose a graph: **Total Fans / Unsubscribed Fans**

Total Fans Hidden From News Feed



715 Total Fans on Jun 29



Top Countries: **United States** (403) | Top Cities: **Philadelphia** (49) | Top Languages: **English (US)** (485)

Please allow 48 hours for data to be available for a daily report.

NAWCC Library and Research Center Monthly Report June 2010

Lending Library Activity

Total materials checked out -	339
Loans through mail -	93
Loans in house -	246

Material Types

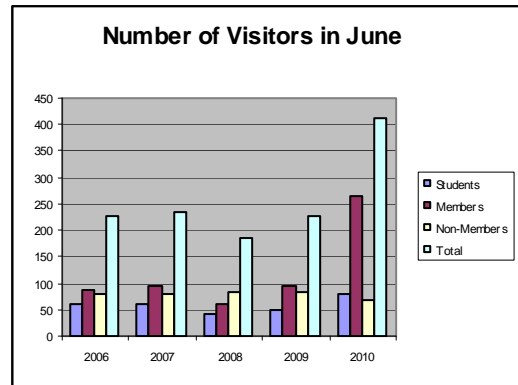
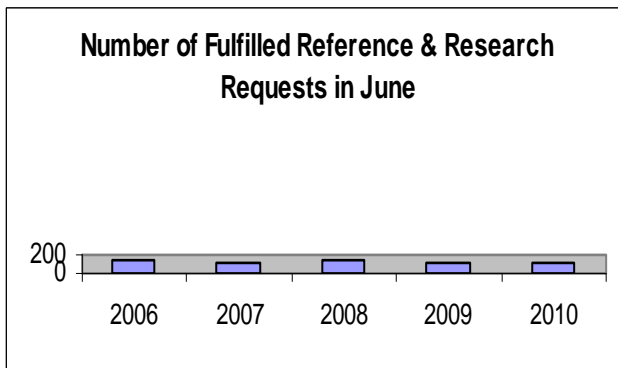
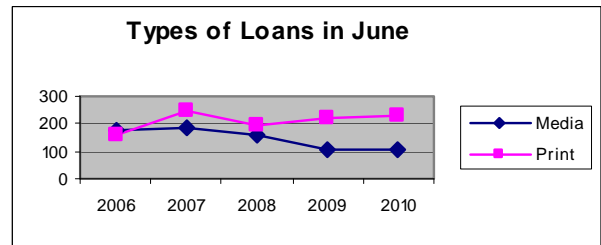
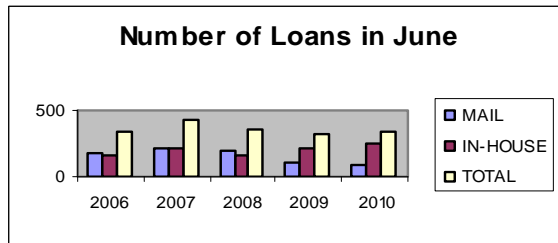
VCR, DVD & Microfilm Loans -	109
Books and NAWCC Bulletins -	230

Total Number of Visitors -

Students -	80
Non-members -	68
Members -	266

Fulfilled Research Questions -

105



Library Processing Statistics

Acquisitions:	35
Donations:	201
Cataloged Items:	94

Respectfully submitted,

Sharon Gordon
NAWCC Library Director

NAWCC School of Horology Monthly Report
June 2010

James Michaels, School Director

Academic Update

Classes for the Clockmaker Program, Watch Repair & Restoration Program and Combined Watch and Clock Repair Program began June 7, 2010.

The Clockmaker Program started with 6 students, 5 of whom are in the 2009-2011 Complete Horological Repair Program.

The Watch Repair & Restoration Program started with 9 students, one of whom is in the Combined Watch and Clock Repair Program.

The Combined Watch and Clock Repair Program started with one student.

The school received one new student beginning in the Watch Program, W-200 on June 28. The student will complete the watch program. There is a Continuing Ed. Student in the W-200 who will be "monitoring" the class.

Attended a convention of Horological schools in Ohio June 10-14.

Sam Sherman taught a workshop on beginner pocket watches at the National Convention on June 17.

SOH Service Center

The service center is still accepting repair and is on schedule. The service center is receiving a steady supply of jobs including wrist watches, pocket watches and clocks.

eBay

One (1) item was sold. Total profit from sold item was \$1,078.00. There was an average of 30 items for sale in the school store during the month. One (1) item was added to the store recently. The item added was the same item sold. Total profit year to date (January 2010 – July 2010) is \$3,164.19.

Classes for June 2010

<u>Jim Michaels</u>	<u>Watch Program</u>	<u>Students</u>
W-100	06/07-06/18/2010	9
W-200	06/28-07/23/2010	11

<u>Al Dodson</u>	<u>Clock Program</u>	<u>Students</u>
C-100	06/07-06/18/2010	6
C-200	06/21-07/02/2010	6