

## Executive Director's Report November 2010

### Membership (YTD starting April 1, 2010)

	November 2010	November 2009	YTD 2010	YTD 2009	Gain/(Loss) vs. prior yr.	
New Members	105	93	755	765		
Lapsed Members	(173)	(253)	(1,580)	(2,234)		
Net Gain (Loss)	(68)	(160)	(825)	(1,469)		
			11/31/2010	11/31/2009		
Regular Members			16,398	17,591	(1,193)	-6.8%
Family/Associate Life			1,089	1,150	(57)	-5.0%
Contributory			243	245	(2)	-0.1%
Business			136	120	14	11.7%
Total Members			182	143	37	25.9%
			18,048	19,249	(1,201)	-6.2%
Budget Dues	\$86,540		\$745,260			
Actual Dues	\$97,384		\$736,232	\$784,260	(\$48,028)	-6.1%
Difference	\$10,844		(\$9,028)		vs. budget >	-1.2%

Fiscal year-to-date membership is down 825 (4.4 percent) compared to down 1,469 (7.1 percent) last year and down 344 the preceding year.

### Finances

#### FY 2011 OPERATIONS SUMMARY

	INCOME	EXPENSES	Net Inc/Exp	CAPITAL	NET
FIRST QTR	498,543	570,281	(71,738)	2,860	(74,598)
SECOND QTR	516,887	545,864	(28,977)	6,000	(34,977)
OCT 10	253,972	214,004	39,968	4,782	35,186
NOV 10	169,414	167,249	2,165	1,293	872
YTD ACTUAL	1,438,816	1,497,398	(58,582)	14,935	(73,517)
YTD BUDGET	1,418,470	1,490,145	(71,675)	17,000	(88,675)
YTD VARIANCE	20,346	(7,253)	13,093	2,065	15,158

Income for the current year is 1.4 percent above budget, while expenses are above budget by 0.5 percent. This is a net actual shortfall of \$58,582 on a YTD expense budget of \$1,497,398 before capital.

### Investments

FUND	COST	VALUE 11/31/2010	INSTRUMENTS
NAWCC Investment Fund	\$540,504	\$482,900	Corporate Bonds, CD & Cash
Life Membership Fund	128,329	81,558	Stocks, Bonds & Cash
Museum Endowment Fund	300,110	289,473	Mutual Funds, CD & Cash
Museum & Library Investment Fund	781,629	735,455	Bonds, Equities, CD & Cash
Library & Research Center Endowment	88,353	90,808	Bonds, Equities & Cash
School Endowment	173,395	177,355	CD & Cash
	<u>\$2,012,320</u>	<u>\$1,857,549</u>	

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

## **Development**

Regular donations total \$102,506 YTD versus \$77,136 the previous year. Grants total \$0 YTD versus \$23,923 last year. Endowment/investment fund donations total \$3,270 versus \$21,784 last year. Pledge payments YTD are \$8,692. In-kind donations total \$5,067 versus \$5,846 last year. In-kind donations do not include items donated to the School or to Museum collections for which the value is not determined.

In November, we updated both our [nawccgifts.org](http://nawccgifts.org) website and the weekly GiftLegacy eNewsletter to Crescendo's version 3.0. The website upgrade provides the capability for members and friends to complete a wills guide online on a secure server and share it with their professional advisers if they choose, or they can print it to use with their advisers. The site also has several other features, enhanced editing, and an updated welcome video. The eNewsletter has greater capability to use photos, better statistics, and enhanced list management to insure those who opt out are not contacted.

## **Information Services**

The .net server that hosts our internet site stopped responding on November 10. We went to the co-location site and found that the drives were not spinning and the computer couldn't be accessed. It was necessary to shut it down manually, after which it started up and ran just fine. A review of the logs and system did not reveal any problems or possible causes. We have not experienced any trouble with it since.

We've been experiencing email problems lately. Members have been commenting that emails are bouncing back on occasion. We found that a number of IP addresses that we were blocking in our firewall to cut down on spam were legitimate IP addresses from ISP providers such as Verizon and AOL. All of these IP addresses have been unblocked and we are monitoring emails to determine if this has made a difference.

We installed Server 2008 on the donated HP server that will be our new Email Exchange server. We also upgraded the file and print server to Server 2008. We received four new donated computers with Windows 7 installed. One replaces Noel Poirier's older PC. The other three will be installed as needed. The wireless devices we were using to communicate with the school have been reconfigured for use as wireless access points at National. One will be installed upstairs and the other in the lobby for use by our visitors.

Two "Flip-it" video cameras were purchased from TechSoup at a 30 percent savings. One will be used by the Museum to film short clips for posting to YouTube, Facebook, and [nawcc.org](http://nawcc.org). The other camera is available for other needs. These small devices record over an hour of video to an internal hard drive, which can be connected and transferred to a computer using the built-in USB port. We purchased a program to convert VHS tapes to digital output, allowing us to convert Library videos that are currently only in VHS format to a DVD format. We also have another video program to create clips from existing digital files and re-combine them together to create new videos. For example, we have combined museum footage of our recent Presidential Watches exhibit with video of Jim Michael's handling the watches on exhibit and commenting on their movements.

## **School of Horology**

Classes continued during the month of November. The School submitted the Annual Report for the Accreditation Commission on November 1. This report is mandatory for all accredited schools. The SOH service center has had a steady stream of watch and clock repair work. The service center continues to repair and sell timepieces on eBay for customers. The customers are required to pay for repairs and the service center receives a commission off each sale. The school continues to list school items as time allows on our eBay store and on [4Sale\\$NAWCC](http://4Sale$NAWCC). The school was closed November 22 to 26 in observance of the Thanksgiving holiday.

## **Museum/Library**

The Museum's admission revenue for November was \$3,393. Visitation for November was 1,009 visitors, including 67 NAWCC members (7 percent). NAWCC Store income for November was \$6,550. Promotional videos for the Pennsylvania Dutch Country Convention and Visitors Bureau were shot at the Museum in November. Additionally, Metro Bank conducted a photo shoot at the Museum in order to highlight the Museum in their annual report. WHTM 27, the region's ABC TV affiliate, recorded a two-minute report on the Museum's partnership with Gallet Watch Group.

The Museum's online searchable collection database recorded 2,095 searches via the database's website. The Museum finalized the gift of German clock movements from the Deutsches Uhrenmuseum and is awaiting their shipment from Germany to the Museum. The Museum Curator and volunteers (including NAWCC School of Horology Clock Instructor Al Dodson) continue to work on refining the collection database information, making it more useful for researchers.

The Museum continues to develop 2011 exhibits and is fleshing out the exhibit schedule beyond 2013. Loans for the 2011 Clockworks exhibit are being finalized from a number of institutional and private loaners. Marketing material for that exhibit is being prepared in order to begin promotion. Additionally, the Museum has begun discussions regarding loans for 2012 exhibit schedule.

Funding requests, Business Timekeeper, and Clock Adoption renewals were mailed out in November. Staff continues to work with the Gallet Watch Group on the development of promotional materials for web and print for the sale of their Museum Edition Flight Officer wristwatch.

The Library had 218 visitors for the month and loaned 316 items; 99 research and reference questions were answered, 40 items were donated, and 15 acquisitions were purchased.

## **Publications**

The December Bulletin was mailed from Cadmus on Monday, November 22. The February Bulletin was planned in November and will feature an article by Patti Moore on United Clocks, an article on Durfee Girandole clocks by Owen Burt, Richard Watkins final article in a series of six on watch complications, and six other articles. The candidate biographies and ballot for the 2011 Board election and bylaws vote will be in the center of the issue. The 2010 Index will not be included in the issue. This is a change from previous years; this year we decided to make the 2010 index available to members upon request, and to also provide a link to a downloadable PDF file of the index on [nawcc.org](http://nawcc.org). We will also try to prepare a print-on-demand version of the complete index, which is now over 600 pages. Articles for future Bulletins continue to be received, peer reviewed, and processed.

The December MART was delivered to the vendor on Tuesday, November 9. Again, reminder emails were sent for December using Constant Contact. Income for the December issue was remarkably close to the October issue, both at near \$20,960.

Richard Watkin's book on watch collecting has been formatted and proofed and will be reviewed by the editor before sending to Richard Watkins for his review and work on the index. Philip Balcomb's *The Clock Book* is in process.

A new watch collecting website, designed in Wordpress is under construction.

An NAWCC Christmas card, "Join the NAWCC" poster, School of Horology postcard, Clockworks exhibit banner, and other projects as requested by other departments were created by Publications. Various documentation and archiving of procedures and files within the department was done in November.

## **Communications**

Communications maintained NAWCC websites, monitoring and troubleshooting all NAWCC online resources, plus offering technical advice and offering individual customer service via phone and email. Marcus participated in webinars for Higher Logic (Community) software systems and the new Planned Giving software interface. Several chapter websites were updated and edited, including Chapter 1 and Chapter 66. The November issue of our online members e-zine Happenings was distributed, along with several email press releases and assorted membership notifications. Markus Harris attended the American Association of Appraisers' National Convention in New York City in support of the November clock appraisal course, and to publicize our new watch appraisal course. He also developed a Powerpoint presentation about NAWCC Online resources for broadcast and began video-editing a short clip for the SOH website. Printed, mailed, and invoiced newsletters for Chapter 1 and Chapter 11. The department advertised the NAWCC winter event schedule on various websites and print media and continued to develop our internet advertising facilities.

Communications also prepared and mailed press releases for the Gallet Watch Fundraiser and the December Calendar of Events. Communications coordinated television coverage in conjunction with Fox 43 WHTM and WLAN; gave TV interview (WLAN) and phone interview (MSNBC) re: Daylight Savings Time. We collaborated with the special events committee in the set-up, carry-out, and clean-up of the week-long Clock Appraisal class and the record-breaking Home School Day. We coordinated the details and set up for the December Board meeting. Communications also supervised design of new recruitment promotional materials, including obtaining new display equipment and developing a new series of posters/flyers. Arrangements were made for the upcoming Santa Day event and staff Christmas party.

## **Education/Volunteers**

We prepared materials for the clock valuation course and began organizing materials for the watch valuation course. We also prepared materials and orchestrated the activities for the Homeschool Day, which saw over 150 participants. We are also continuing background research on the clockwork exhibit for April of 2011 including securing additional loans of objects and initial exhibit space layout.

We continue to meet with prospective School of Horology students in person and over the phone to answer questions regarding available student financial aid. We also are assisting the VA student with securing his funding as VA records regarding the program clock hours were not kept up by the previous certifying official and there has been some lag time in the VA student receiving his benefits.

We continue to work on volunteer recruiting as time permits, keeping our volunteer opportunities up to date on local volunteer recruitment sites. Total Volunteer Hours for November: 548

Scout troops have expressed interest in our overnight programs as well as our make-a-clock workshops. Several programs have already been scheduled for next year. We are working on the series of public programs for 2011, including a Civil War re-enactors workshop on pocket watches, as well as a Steampunk-theme event, as this type of event has proved successful for several well-known museums which have similar technology-based collections. The 2011 event listing is located on the museum's section of the website.

## **Facilities**

Several metal rods were replaced around the clock tower that had broken off; the clock tower fence painting was completed. We completed the tree trimming and replaced all of the long screws in the Library chairs that were punching holes in the fabric seats.

At the end of November, Chuck accessed higher areas of the Tower Clock to repair two lights and found that both rubber roof membranes were leaking, causing some water damage to the clock tower masonry. A roofer was brought in to fix the leaks. Bids will be sought for the masonry repairs.

We have had a leak in one of the steam condensate pipes for several months. Since the roof was leaking in this area, we thought it was a roof leak. The roofer repaired several leaks on the roof, but the water continued

to drip. The heating system technician checked for the leak in early November, but could not find it. He was called again and found the leak. He fixed the leak and repaired two boiler inspection deficiencies.

### **Admin/Other**

The IRS has indicated that they should be completing their review of our Group Exemption application in early December and then it will be forwarded to a quality assurance section, which currently has a 3-6 month backlog. Hopefully we will have an indication of the status after their review and then will have to wait for approval from the quality assurance section.

November 18-20 I served as the National representative at the Southwest California Regional in Del Mar, CA. I did two presentations on using the NAWCC's online resources. I also attended the annual convention of the Pennsylvania Federation of Museums and Historical Organizations (PFMHO) for which I had been serving as treasurer. My term as treasurer was up and I was subsequently elected to serve a one-year term as president of the PFMHO.

I have been working with staff on completing evaluations for the past year and setting goals and objectives for the coming year. The publications staff is working on an exciting new online blog/website to reach out to the modern wristwatch collectors which will hopefully be ready by mid 2011. We are also looking to do more direct member recruitment by working with our auctioneers and repair shops to distribute membership brochures to those who buy watches and clocks or take them for repair.

J. Steven Humphrey, Exec. Dir.      12/13/10