

## Executive Director's Report September 2011

### Membership

Fiscal Year starting September 1	September 2011	September 2010	YTD 2012	YTD 2011		
New Members	122	87	639	568		
Lapsed Members	(139)	(227)	(1050)	(1151)		
Net Gain (Loss)	(17)	(140)	(411)	(583)		
Twelve Month Comparison			9/30/2011	9/30/2010	Gain/(Loss) vs. prior yr.	
Regular Members			15,964	16,632	(668)	-4.0%
Family/Youth			1,036	1,106	(70)	-6.3%
Life			239	243	(4)	-1.7%
Contributory			149	132	17	12.9%
Business			236	177	59	33.3%
Total Members			17,624	18,290	(666)	-3.6%
Budget Dues FY	\$86,990		\$520,390			
Actual Dues FY	\$89,710		\$523,755	\$541,958	(\$18,203)	-3.4%
Difference	\$2,720		\$3,365		vs. budget >	0.7%

Fiscal year-to-date membership is down 411 (2.3 percent) compared to down 583 (3.1 percent) last year and down 1,215 (5.9 percent) the preceding year.

### Finances - 2011 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
1ST QTR	525,917	579,019	(53,102)	0	0	(53,102)
JUL 2011	138,613	154,246	(15,633)	0	10,400	(26,033)
AUG 2011	166,637	193,180	(26,543)	0	0	(26,543)
SEP 2011	148,622	162,272	(13,650)	0	0	(13,650)
YTD ACTUAL	979,789	1,088,717	(108,928)	0	10,400	(119,328)
YTD BUDGET	1,085,640	1,101,875	(16,235)	0	12,400	(28,635)
YTD VARIANCE	(105,851)	13,158	(92,693)	0	2,000	(90,693)

Income for the current year is 9.8 percent below budget, while expenses are less than budget by 1.2 percent. The net actual shortfall is \$108,928 (10.0 percent) on the YTD expenses of \$1,088,717 before capital and transfers.

### Investments

Short-Term Investment Account*	COST	VALUE	INSTRUMENTS
		9/30/2011	
NAWCC Investment Fund	\$534,707	\$453,183	Corporate Bonds, CD & Cash
Life Membership Fund	116,045	60,210	Stocks, Bonds & Cash
Midwest Scholarship Fund	29,185	27,131	
Library Acquisitions	11,267	9,059	
Museum Acquisitions	51,007	49,447	
Standard Investments	742,211	599,030	
Long-Term Investment Account *			Cash, Corporate Bonds, Mutual Funds
Heritage Fund	49,905	43,105	

Museum Endowment Fund	305,469	275,029
Museum & Library Investment Fund	731,395	685,994
Library & Research Center Endowment	88,453	84,703
School Endowment	173,395	160,365
Pritchard Fund	44,120	38,859
Midwest Scholarship Fund	1,379	1,246
Sub-total Long-Term Investments	<u>1,394,116</u>	<u>1,289,301</u>
Total Investments	<u>2,136,327</u>	<u>1,888,331</u>

\*Consolidated Long-Term funds balance-Individual named account balances calculated

The current values on investments reflect paper gains and losses due to market fluctuations. Because 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 \$69,188 YTD versus \$81,710 for the previous year. Pledge payments YTD are \$10,500. In-kind donations total \$264 versus \$285 last year. In-kind donations do not include items donated for which the value is not determined. One charitable gift annuity of \$100,000 was contracted in September. The total given to date for the Anthony ‘Tony’ Montefusco Scholarship Fund is \$1,425. A donation of \$6,000 was received from the Gallet Watch Company in support of next year’s exhibits.

September chapter contributions: Southern California Chapter 4, \$1,000 from the disbursement of chapter funds as part of their dissolution. Sooner Time Collectors Chapter 74, \$200 in memorial gifts.

The mailing for the 2012 Annual Fund Campaign was sent to 4,300 members. The carrier sheet in the October *Watch & Clock Bulletin* highlighted the Annual Fund and a page in the October *Mart & Highlights* also featured the Annual Fund.

## Information Services – Kevin Osborne, IS Director

Information Services has finished configuring the new drives for the co-location server and now has an additional 185 gigs of hard drive space, giving us a total of 214 usable gigabytes. We also have another 243 gigs in reserve that I want to make available soon.

We have been discussing upgrading the Joomla content management system we use to develop and populate the website. We want to take advantage of the additional disk space we just added to the co-lo server and install a fresh new copy of Joomla and rebuild the site (or just import what we have and clean up).

We have also been gathering together all the scans of Catalogs and Records from the Library and organizing them in preparation for posting them on the website. We currently have Finding Aids, Hamilton, Seth Thomas, and Jewelry Supply Catalogs, Hamilton Production Records, the Lowell Halligan collection of Hamilton Watch Movements and Cases, and some Journal Articles.

These are a total of over 1,000 files in 118 folders that we are preparing to make available to members on the website. As an aside we have just uploaded the Seth Thomas Clock Tower Records to the website and made it available to members who log in. It can be found on the Library page left-hand menu under Members Only Resources.

We have installed two outside cameras to cover the front parking lots of the Museum. We also repaired the electrical connection to the rear parking lot camera and replaced the monitor for the camera located at the inside rear exit door. The camera and the monitor are now working correctly; they offer a wide angle view of the outside of the rear exit door and the rear parking lot.

We received three flat screen monitors and two touch screen computers from the HP Gifts in Kind program and George Kabacinski. We replaced three old CRT monitors with the new flat screen monitors. One was put in the Library, one at the volunteer desk in the upstairs office, and one in the server room used to manage the

Exchange, File and Print, and iMIS servers locally. We are preparing the two touch screen PCs for use in the Gift Shop to operate our POS program.

### **School of Horology – Jim Michaels, School Director**

Classes continued through the month of September. The watch program held W-400 Staffing and Jeweling. The clock program continued with C-400 Intro to Clock Escapements, followed by C-500 Cuckoo and Torsion Pendulum Clocks. No classes were held the week of Sept. 26-30.

The PA Department of Education requires Annual Statistic Surveys to be completed by each school that is licensed by the state. One of the Board's mandated responsibilities is to provide an annual report to the Education Committees of the Senate and House of Representatives. According to the Act, the report must contain two types of information: statistical data on private licensed schools and information on complaints received by the Board about the schools. The statistical data must include "tuition rates, job placement of graduates, percentage of students completing programs of study and the level of State support for students" [24 P.S. § 6504(d)]. The information on complaints must include "the status of complaints, board action initiated and the elapsed time from the filing of complaints until final resolution" [24 P.S. § 6504(c)]. This survey was completed and turned in by the deadline of September 30, 2011.

The SOH service center has had a steady stream of watch and clock repair work. The service center continues to repair and sell timepieces for customers. Customers often have the timepieces repaired prior to sale. The service center receives a commission off sales. Repair receipts April-September were \$43,099, compared to \$13,072 for the same period the prior year.

### **Museum/Library – Noel Poirier, Museum Director**

The Museum's admission revenue for September was \$5,588. Visitation for September was 1,156 visitors, including 37 NAWCC members (3.2 percent). Visitation was affected by a loss of the Labor Day weekend and the first week of September traffic due to flooding fears associated with Hurricane Irene. NAWCC Store sales for September were \$4,236. Despite the loss of a number of days of visitation, September 2011's visitation still met the month's average visitation for the last five years. The Museum continues its partnership with the Turkey Hill Experience attraction, to date having sold over 600 joint tickets combined.

The Museum's online searchable collection database recorded 2,448 searches via the database's website. The NAWCC IT Director and the Museum Director worked on the installation of new security cameras to cover outside areas of the Museum, School, and Tower Clock. The Museum's new security DVR system, funded through Member and Chapter donations, has been installed and has been set up to allow remote viewing of the system for the approved users. The Museum hosted a wedding in September as well. The Museum began the process of seeking a replacement for the retiring Library Director this month. Numerous resumes have already been received.

The Found Time exhibit of Randall Cleaver's art-clocks continues to receive great reviews by Museum visitors, members and the press. Randall will be attending the annual Wine & Chimes fundraiser in October to provide tours of his exhibit to attendees. The Museum continues to work with institutions and individuals for the loan of a number of objects for the 2012-2013 exhibit season highlighting timekeeping in sports and the personal timepieces of fighting men and women. Formal loan requests will be sent out this month for many of the objects.

The Museum finalized its negotiations with Hamilton Watch on how we can assist them in the 120th Anniversary of the brand in 2012. This partnership will involve Hamilton's sponsorship of exhibits and events (\$5,500) at the Museum, becoming a Ruby NAWCC Business Member (\$2,500), a donation to the NAWCC Library & Research Center (\$5,000), promotion of the Museum and its collection at a special exhibit being planned for New York City, and the donation of a collection of modern Hamilton Watch examples to the Museum (\$20,000) are among the more notable aspects of the agreement. Gallet's first sponsorship check for the 2012-2013 exhibit season has arrived. The Museum is now promoting NAWCC Membership with Museum visitors that highlight the local benefits of NAWCC Membership.

The Library had 177 visitors for the month and loaned 199 items; 113 research and reference questions were answered, 90 items were donated, and 5 acquisitions were made.

### **Education/Volunteers – Katie Knaub, Education Director**

The clock and watch valuation courses were held during two weeks of this month, with four participants in the clock and six participants in the watch course. Much of the time during these two weeks was spent assisting the instructor with his course and preparing the materials for the students. Registrations continued to be processed for upcoming workshops at the NAWCC, and assistance was given to the FSW program to have online registrations for the workshops before the 2012 National Convention. We are beginning to set up courses for next year's workshops. Collaboration also continues with the National Association of Jewelry Appraisers as we will promote the watch valuation course to their members in the spring.

We began researching and entering information on past School of Horology students from the 2006 award year to the 2010 award year for the new federally mandated gainful employment regulation. All schools offering programs considered to be gainful employment must submit past information on students, including how much private and federal aid they received, dates of enrollment, and program completion. Assistance from the School Registrar is being provided to complete this task by the November 15 deadline.

We organized a volunteer painting night for the classrooms in the basement, and staff and volunteers donated their time to paint the walls. Total Volunteer Hours for September: 530.5

We prepared material and communicated with performers for the Steampunk Horologia festival. We also met with local reporters who were covering the event. We held the Steampunk Timeworks ball and Saturday festival with much success and enthusiasms from those participating in the event. We began organizing material for other upcoming events, including Wine & Chimes and the Homeschool day program.

### **Publications - Diana De Lucca, Editor**

The October *W&C Bulletin* was mailed from Cadmus on Monday, October 3. This late mailing was questioned and a response came from the plant manager, who offered no good reason, apologized profusely, and said he would monitor the next mailing. A press schedule for 2011 has been promised. The January *W&C Bulletin* was planned in September and will feature 2011 Crafts Competition winners, nine articles, and the usual features. Articles for future *Bulletins* continue to be received, reviewed and peer reviewed, and processed.

The October *MART & Highlights* revenue is shown below. Custom emails, Constant Contact group emails, and letters continue to be sent to Regionals, auction houses, and members to encourage advertising.

Issue Number	Issue Date	Revenue per Issue
359	Apr-11	\$25,518.60
360	Jun-11	\$25,469.35
361	Aug-11	\$22,961.65
362	Oct-11	\$20,490.10

Online posting of both periodicals, including PDFs and flipbooks, and checking to ensure that links are correct throughout the site, requires several days immediately prior to making content live.

The December *eHappenings* will feature a listing of all October advertisers, with additional content added for any advertiser who contacts us and makes a commitment to advertise in the January 2012 issue. A database of potential advertisers, built from advertisers in other horological publications, has been created, and a call script has been written—with the objective of increasing awareness of the *Mart & Highlights* and encouraging new advertising.

Proofing/layout of Spittlers/Bailey *American Watch and Clock Makers* is almost complete, and files will be sent to Tom Spittler by October 12 for delivery to the printer. Richard Watkins *Watch Collecting* book is still in process, with final proofing and adjusting index page numbers needed.

Watchdig.org continues to consume staff time; currently all posts on the site are being tagged for future searching. The database utility to allow data entry of watch companies and their products is now the primary focus.

Press releases, *eHappenings*, etc., were proofed and copyedited as received. A new membership brochure was designed. The School Catalog was recreated in InDesign, from MS Publisher, and the layout was enhanced. A *Mart & Highlights* advertising promotion kit is near completion.

### **Communications – Markus Harris, Communications Director**

Communications continued to adjust and maintain the various NAWCC websites by monitoring and troubleshooting all NAWCC online resources also providing technical advice and individual customer service via phone and email. Printed, mailed, and invoiced newsletters for Chapter 11 and special event flyers for the Southern Regional. Sent Constant Contact email blasts for several National and Chapter level events, sent targeted Constant Contact mailings on various topics, including Regional and area chapter events. Communications continued recruitment of vendors for our upcoming Wine & Chimes event. Communications submitted new ads for ongoing promotion in *Adventure Magazine*, also created and implemented new Watch Appraisal course advertisements in *Watch & Clock Collectors Guide*. We worked with Special Events Team handling final arrangements for two-day Steampunk Horologia event (including special events meetings, phone contacts, and table setup and teardown). Developed further working contacts and exchanged info with Electric Time Co. of Medfield, MA. Communications also submitted paperwork to participate in this year's Passport to River Towns and compiled and sent NAWCC recruitment and promotional materials to Chapter 87. Developed and sent press releases for October Calendar of Events, Wine & Chimes, Family Sleepover–Night at the Museum, and Gallet Watch Curator. Completed and sent Aug/Sep edition of NAWCC *eHappenings* Internet newsletter and aided in redesign of several Chapter websites.

Communications cold-called *Reading Eagle* and *Penn Stater Magazine* and had positive results in promoting the new Found Time Museum exhibit. Marketing and Special Events Coordinator Kim Craven attended a special Public Relations Roundtable held through the PDCVB for exchange of marketing strategies. Also researched suppliers for new themed merchandise opportunities for Wine & Chimes event. Communications coordinated with Hugh Dougherty and freelance artists to develop layout for new poster and brochure/flyer art for Wine & Chimes and actively pursued final developmental planning for Wine & Chimes.

### **Facilities – Chuck Auman, Controller**

In the month of September, we pumped water out of the elevator shaft for 20 days and for a week out of the lower level of the Museum. We replaced two sump pumps and purchased a third, because we did not have one for the elevator shaft. The building repairs for the month included the replacement of a fan and the vent controller for rooftop HVAC unit number three.

We will be filing an insurance claim for the loss of two of the sump pumps, because we have equipment breakdown coverage. We do not have flood coverage, so we cannot claim for anything else.

I am working on getting quotes for a generator and a water discharge line for the elevator shaft. Currently, we pump water from the elevator shaft into the sump pump near the elevator, which then pumps it out of the building.

### **Admin/Other**

I was the regional representative at the Mid-South Regional in Chattanooga at the beginning of the month. My duties included being at a television station at six in the morning to help promote the Regional. At the end of the month I attended the Practical Planned Giving Conference in San Diego. During the month time

was spent assisting with the flooding in the basement and running to pick up pumps. Other time was spent on administrative matters.

J. Steven Humphrey, Exec. Dir.      10/12/11