

## Executive Director's Report February 2012

### Membership

Fiscal Year starting April 1, 2011	February 2012	February 2011	YTD 2012	YTD 2011	
New Members	149	148	1171	1132	
Lapsed Members	(227)	(203)	(1898)	(2020)	
Net Gain (Loss)	-78	-55	(727)	(888)	
Twelve Month Comparison			2/29/2012	2/29/2011	Gain/(Loss) vs. prior yr.
Regular Members			15,671	16,296	(625) -3.8%
Family/Youth			1,004	1,094	(90) -8.2%
Life			238	242	(4) -1.7%
Contributory			151	143	8 5.6%
Business			244	210	34 16.2%
Total Members			17,308	17,985	(677) -3.8%
Budget Dues FY	\$109,440		\$1,013,590		
Actual Dues FY	\$99,630		\$1,028,476	\$1,065,425	(\$36,949) -3.5%
Difference	(\$9,810)		\$14,886		vs. budget > 1.5%

Fiscal year-to-date membership is down 727 (4.0 percent) compared to down 888 (4.7 percent) last year and down 1,690 (8.2 percent) the preceding year.

### Finances - 2012 Operating Funds

	Income	Expenses	Net Inc/Exp	Transfer	Capital	Net
1ST QTR	525,917	579,019	(53,102)	0	0	(53,102)
2ND QTR	453,872	510,188	(56,316)	0	10,400	(66,716)
3RD QTR	506,723	509,595	(2,872)	15,744	5,949	6,923
JAN'12	195,531	196,957	(1,426)	0	8,896	(10,322)
FEB'2012	147,639	140,221	7,418	0	385	7,033
YTD ACTUAL	1,829,682	1,935,980	(106,298)	15,744	25,630	(116,184)
YTD BUDGET	2,010,145	1,993,390	16,755	0	20,400	(3,645)
YTD VARIANCE	(180,463)	57,410	(123,053)	15,744	(5,230)	(112,539)

Income for the current year is 9.0 percent below budget, while expenses are less than budget by 3.0 percent. The net actual shortfall is \$123,053 (6.4 percent) on the YTD expenses of \$1,935,980 before capital and transfers.

### Investments

Feb. 29, 2012

#### Short-Term Investment Account\*

NAWCC Investment Fund	497,683
Life Membership Fund	59,428
Library Acquisitions	9,938
Museum Acquisitions	56,452
Symposium Fund	13,776
Short-Term Investments	637,277

**Long-Term Investment Account\***

Heritage Fund	32,853
Museum Endowment Fund	320,188
Museum & Library Investment Fund	744,338
Library & Research Center Endowment	101,493
School Endowment	185,539
Pritchard Fund	43,688
Midwest Scholarship Fund	35,144
Long-Term Investments	<u>1,463,243</u>
Total Investments	<u>2,100,520</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.

**Museum – Noel Poirier, Museum Director**

The Museum’s admission revenue for February was \$2,466. Visitation for February was 511, including 13 NAWCC members (2.5 percent). NAWCC Store sales for February were \$3,503. February 2012’s visitation exceeded the month’s average visitation for the last five years.

The Museum’s online searchable collection database recorded 2,196 searches via the database’s website for the month. The Museum Director finalized details and planning with Penn State’s American Studies Program to sponsor the J-1 VISA for the first Gallet Guest Curator of Wristwatches. Adam Harris, the individual selected to serve, will start at the beginning of April and work through the beginning of August. The Museum is working with the Bavarian National Museum to arrange for the repatriation of a clock, recently bequeathed to the Museum, which was acquired during World War II.

The Museum is finalizing loan requests and making delivery arrangements for the loan of objects for the 2012-2013 exhibit seasons highlighting timekeeping in sports and the personal timepieces of military men and women. An article will run in the local Lancaster newspaper soliciting timepieces from local veterans and their families. Randall Cleaver’s Found Time exhibit was featured in *Museums* magazine, a publication of the American Association of Museums. Objects borrowed from the National Museum of Play for the Clockworks exhibit were returned in February.

The Museum and Library are continuing to work on the Hamilton Watch collaboration project. The Museum received four Hamilton-related films that had been digitized and began the process of converting Hamilton Watch Oral Histories to digital format. Hamilton provided the funds to purchase hardware and software for this purpose. The Museum Director is hosting a visit by the American manager of Montres Journe to discuss how we can partner in the promotion of horology in the United States. The Museum Director is working on a new method for soliciting donations to support the Museum collections and hopes to have that completed by the end of March.

**Library and Research Center - Sara Butler Dockery, Library & Archives Supervisor**

We created a new fee schedule for non-member research requests and updated the website to reflect the new procedures and payment system. Researchers who are not NAWCC members will be asked to pay a minimum of \$20 for questions that take up to 30 minutes of research time and \$40 an hour for questions that require more time. We coordinated with the NAWCC Store to allow researchers to pay through the website. The day that the new payment system went live we had our first paid question.

The videos of the presentations from the Ward Francillon Time Symposium arrived and were added to the collection to be made available to members. The videos provided by the Program Committee continue to be popular with the membership for personal and chapter use. Of the 35 VHS and DVD loans made this month seven were borrowed to be used at chapter meetings.

Our volunteers continue to be a tremendous help to the Library staff by shelving books, answering research questions, and processing the archives. We are working with two of our volunteers to compile information about clockmakers and types of clocks and create books for the library. One of these books, *Mastercrafters Clocks: Histories, Technical Data, Photographs, and Patents*, was added to the collection this month.

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

We returned objects related to the Clockworks exhibit to their home museums and scheduled volunteers and interns to prepare the exhibit space for the next special exhibit Time Out!. We met with possible object lenders to the Time Out exhibit, and our exhibit intern worked on researching information on the objects in the exhibit. We sent youth materials to Chapter 124 for their regional event. We are still coordinating materials for the appraisal workshops and handling registrations for this workshop and other weekend workshops. We placed an advertisement for a gallery attendant position and interviewed candidates for the position to replace a gallery attendant who left in January. We also held our first webinar program given by Noel Poirier on the Time in Office Exhibit. This was our first webinar; 70 people registered for the webinar and 38 people attended the webinar. The webinar was well received, and we are working on creating a schedule for future webinars with guest speakers.

For the NAWCC School of Horology, we submitted the required information to the Department of Education for our renewal of Title IV funding through 2017. We have received approval with a condition to a change in our Satisfactory Academic Progress policy based on new federal regulations that went into effect in 2011. We have resubmitted this policy and are awaiting feedback from the Department of Education. We attended a free webinar on student exit counseling sponsored by Fannie Mae. We continue to receive completed FAFSA applications for students wishing to attend the 2012-2013 year and are processing them as we receive them. We also met with a prospective student to discuss financial aid options.

We placed in the Library a new student volunteer who needs to complete community service hours as part of her graduation requirement. Total Volunteer Hours for February: 678

We are working on the Derby Day event, which is tied to the opening of the new special exhibit Time Out! in May. We also met with staff from the Turkey Hill Experience to coordinate efforts and marketing on each site’s respective events. We met with local media to promote the Family Sleepover event in March.

**Publications - Diana DeLucca, Editor**

The May/June *Watch & Clock Bulletin* issue was the focus this month. This issue will continue with Part 2 of Philip Samponaro’s study on watch and clockmakers of Bristol, CT. The cover story is a review of lithographic clock tablets, their history, producers, and found clocks, by Paul Henion. This issue also features an article about horological artifacts in the Getty Museum, in time for the National Convention, and the Chapter Mosaic section features an article from California Chapter 75. New this issue is Fantastic Finds by Fred Friedburg, a column of member stories about unusual collecting experiences. Coordination with authors and peer reviewers continues on articles for future issues.

Media kits for NAWCC *Mart & Highlights* advertising continue to be mailed and emailed to potential customers. Twenty-eight March/April issue display advertisers took advantage of the new special offer to advertise in the online MART Marketplace—this advertising is viewable by anyone visiting nawcc.org. Ad income was up for the March/April issue due to increased color-page advertising.

Revenue to date for the fiscal year follows:

April 2011 - March 2012

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
363	Jan-12	\$20,637.73
364	Mar-12	\$26,850.50

Special Publications - LightningSource.com has been selected as the printer for Richard Watkins *Watch Collecting* book. This printer is owned by Ingram, a huge book distribution network. Short-run digital printing for member sales will be combined with on-demand printing that will allow the book to be listed in the Ingram catalog and also posted online at Amazon and B&N. Philip Balcomb's *The Clock Book* is still in process.

Websites - WatchDig posting continues. Watch companies and links have been added to the database. SwissTime press releases, listing new offerings at BaselWorld, are being used to populate the watch database. Staff continues to update nawcc.org. A redesigned Join-page interface was sent to IBC for a quote. The ISBN numbers were added to NAWCC publications listed online.

Copyediting and proofing continue on all marketing material: primarily *eHappenings* and press releases.

### **Information Services – Kevin Osborne, IS Director**

The new Barracuda Backup device at the co-location server site is configured and running backups. We are continuing to review and implement improvements to the servers at the co-location site.

We configured two new PCs and installed them in the Library, replacing ten-year-old PCs. Another of the new PCs was configured and installed for the new Guest Watch Curator who will start in April.

We ordered and received a new server for use here in Columbia. The server was set up as a virtual server, which allows us to install more than one server on the computer. On this server we have installed a new file and print server, which also functions as our Domain Name Server. It will replace our current file and print server, which is six years old. We also installed the Exchange server on this computer, which frees up the server it was on to be used in the future as an MS SQL server. Doing this will dedicate more resources to our iMIS association management software and improve its efficiency.

Finally, we moved the old NAWCC.US.net server off its 12-year-old box and put it on the new server as well. The NAWCC.US server is used to allow access to our Library Catalog over the Internet and was in danger of failing, so retiring it was a good move. All in all, we now have one server doing the work of three servers.

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

Communications edited and maintained all NAWCC websites and online resources, provided customer service advice via phone and email. Chapter newsletters printed, mailed, and invoiced for the British Horology Chapter, plus Chapters 141 and 11. Sent an ad to Engle Publishing for inclusion in the Susquehanna Chamber Directory. Sent email newsletters and targeted Constant Contact mailings on multiple topics, completed and sent the final version of the February issue of *eHappenings*. Mailed promotion materials, including posters and applications, to Chapter 191. Revised Kentucky Derby press release and emailed to event media sponsor, *Lancaster County Magazine*. Developed and mailed out press packet for Night at the Museum. Created new mail accounts and Paypal sub-accounts for donations project, completed new Paypal Web interface for Donation page, adjusted and reset website and message board advertisements, printed posters and flyers and sent them for distribution to York and Lancaster Libraries. Sent letters to area government officials regarding Hamilton anniversary event and followed up on our coupon placement in Bed and Breakfast Association website.

Communications and Special Events made final arrangements to host the Museum Sleepover event. Organized contact list and added new vendors for the 2012 Hops 'N' Clocks, contacted local York and Lancaster Penn State Extension Service regarding event horse rental from Columbia's Allimax Farms for Kentucky Derby event. Confirmed June 22, 2012, picnic date with Conestoga House and SEI Catering, ordered new admission tickets from Mifflin Press, registered for Museum participation in the Blue Stars program (allowing military free admission), met with Turkey Hill to discuss and arrange for our collaboration in the 2012 events, revised Hamilton partnership release for use in promoting the 120th anniversary celebration in September at the Museum. Contacted area retirement homes to inquire about including Hamilton event info in their in-house newsletter to attract those associated with Hamilton, sent press release for Found Time to editor at *Antiques and Auction News* for feature story. Event coordinator contacted area florists for a donation of roses for Kentucky Derby/Time Out! event and secured a donation from Flowers by Us for two arrangements.

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

Watch and clock classes continued during the month of February. Classes held were W-800 Watch Technician and W-900 Making Parts & Restoration and C-900 Wooden Movement Clocks and C-1000 Machine Tools and Construction.

The School mailed and emailed 14 Information Packets to prospective students. Catalogs and brochures were mailed to 420 military education centers at active military bases, reserve installations, and National Guard centers. Mr. Michaels conducted a tour for a prospective student on February 20, 2012.

Representatives from Rolex and the Lititz Technicum arrived February 27 for a tour of the facility.

The SOH service center has had a steady stream of watch and clock repair work. Repair receipts April-February were \$75,378, compared to \$46,238 for the same period last year.

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

In February we repaired five toilets and continued to have work done on the coil in rooftop HVAC unit 1. We ordered a new drip pan for the unit that will be installed in March. This should take care of the leak in the Museum. We completed our annual fire extinguishers test and recharged all units that needed it.

I completed a new natural gas contract that lowers the gas cost 30 percent for the new one-year contract.

### **Development – Steve Humphrey, Executive Director**

Regular donations total \$260,728 YTD versus \$162,778 for the previous year. Pledge payments YTD are \$11,500. In-kind donations total \$9,851 versus \$5,067 last year. In-kind donations do not include items donated for which the value is not determined. \$9,587 of the in-kind donations are for computer equipment through HP's employee matching gift program. A \$3,000 gift was received for the Museum Endowment in memory of Robert S. Edwards by his wife Bonnie.

The Novis Group completed the drafting of a case statement for a potential capital and endowment campaign. The draft case statement was distributed to Board members to review. Interviews with Board Members were scheduled for the week of March 5 to get their feedback.

February chapter contributions: New England Chapter 8, \$50 In Memory of; High Desert Chapter 73, \$100 Annual Appeal; Rip Van Winkle Chapter 40, \$50 Annual Appeal; Ozark Chapter 57, \$400 Classroom Construction; Maryland Chapter 11, \$100 Library Acquisitions.

As of the end of February the 2012 Annual Fund Campaign has resulted in gifts totaling \$50,755 from 413 donors. This compares to \$38,044 from 304 donors last year when only one targeted annual fund mailing had been sent through February versus two this year.

## **Admin/Other**

We have initiated corporate accounts with Avis and Budget car rentals plus Super Shuttle airport shuttle services. These will result in savings for staff and Board travel and will also be able to benefit members. We continue to look at services that can reduce NAWCC and member costs.

I talked with the IRS agent who was handling our group exemption application. As far as he and his supervisor are concerned, our application is complete and in order. They have forwarded it to their quality control section for final checking before a letter of determination is issued. We will hopefully hear from the IRS regarding the group exemption between April and June.

I attended the Florida Mid-Winter Regional in Daytona Beach, FL. There were approximately 1,100 members in attendance. I also attended a Rotary lunch and a York County Convention and Visitors Bureau breakfast at the Turkey Hill Experience here in Columbia with which we cooperate with joint ticketing. Other meetings included a meeting of Cultural Groups in Harrisburg to discuss state funding and cooperation; an all-day seminar in Alexandria, VA, for executives of organizations that use the iMIS association management software; and a meeting with the Vice-President of Technical Services for Rolex to discuss our School and education as he is responsible for three SWATA schools.

Work is continuing with our controller on the preparation of the 2013 budget.

J. Steven Humphrey, Exec. Dir.      3/15/12