

## Executive Director's Report December 2013

### MEMBERSHIP

Fiscal Year starting April 1, 2013	December 2013	December 2012	FYTD 2014	FYTD 2013		
New Members	74	82	679	788		
Lapsed Members	(107)	(245)	(1,580)	(1,659)		
Net Gain (Loss)	(33)	(163)	(901)	(871)		
<b>Twelve Month Comparison</b>			<b>12/31/2013</b>	<b>12/31/2012</b>	<b>Gain/(Loss) vs. prior yr.</b>	
Regular Members			13,860	14,801	(941)	-6.4%
Family/Youth			828	930	(102)	-11.0%
Life			234	236	(2)	-0.8%
Contributory			144	150	(6)	-4.0%
Business			243	253	(10)	-3.9%
Total Members			15,309	16,370	(1,061)	-6.5%
Budget Dues FY	\$128,571		\$876,881			
Actual Dues FY	\$96,745		\$807,012	\$794,002	\$13,010	1.6%
Difference	(\$31,826)		(\$69,869)		vs. budget >	-8.0%

Fiscal year-to-date membership is down 901 (5.6 percent) compared to down 871 (5.1 percent) last year and down 571 (3.2 percent) the preceding year.

### FINANCES - 2014 Operating Funds

	Income	Expenses	Net Inc/Exp
1st Quarter FY14	422,936	421,593	1,343
2nd Quarter FY'14	453,523	470,877	(17,354)
Oct'13	158,136	138,885	19,251
Nov'13	158,950	154,624	4,326
Dec'13	140,843	181,431	(40,588)
YTD ACTUAL	1,334,388	1,367,410	(33,022)
YTD BUDGET	1,359,814	1,383,898	(24,084)
YTD VARIANCE	(25,426)	16,488	(8,938)

Income for the current year is 1.9 percent below budget, while expenses are less than budget by 1.2 percent. The actual net income is -\$32,022 (-2.3 percent) on the YTD expenses of \$1,367,410 before capital and transfers.

### INVESTMENTS

	VALUE 12/31/2013	VALUE 12/31/2012	Increase (Decrease)
<b>Short-Term Investment Funds</b>			
NAWCC Investment Fund	444,799	433,689	11,110
Life Membership Fund	0	47,574	(47,574)
Library Acquisitions	124	5,019	(4,895)
Museum Acquisitions	58,287	60,202	(1,915)
Symposium Fund	17,423	15,783	1,640
Sub-total Short-Term Funds	520,633	562,267	(41,634)

### Long-Term Investment Funds

Heritage Fund	170,612	140,056	30,556
Museum Endowment Fund	389,340	354,622	34,718
Museum & Library Institutional Fund	789,011	726,813	62,198
Library & Research Center Endowment	113,986	103,557	10,429
School Endowment	200,674	184,531	16,143
NAWCC Endowment	45,411	0	45,411
NAWCC Endowment-Education	20,164	0	20,164
Midwest Scholarship Fund	36,888	37,336	(448)
Pritchard Fund	51,580	46,413	5,167
Sub-total Long-Term Funds	<u>1,817,666</u>	<u>1,593,328</u>	<u>224,338</u>
Total Investment Funds	<u>2,338,299</u>	<u>2,155,595</u>	<u>182,704</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. The Life Membership Fund was merged into the NAWCC Investment Fund.

### MUSEUM – Noel Poirier, Museum Director

The Museum’s admission revenue for the quarter was \$11,665. Visitation for the quarter was 2,655, including 201 NAWCC members (7.5 percent). Member visitation was higher than usual during this period due to the Mid-Eastern Regional held in York and the exhibition of the Tompion collection at the Museum. NAWCC Store sales for the quarter were \$21,955 and included a number of Sherline tool sales. Visitation for most of the quarter was better than last year and continues to show growth. The Museum redeemed 294 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 11 percent of visitation for the quarter.

Work continues on drafting policies and procedures for the Library and Archives and an overall security policy for the Museum and Administration building. The Museum continues to work on the process of creating an overall reinterpretation plan for the Museum and will continue to hold meetings throughout 2014 as part of the process. A Special Events schedule for the Museum’s 2014 season was created and posted to the Museum website and social media outlets. The Museum Director prepared material for the December Board Meeting and Planning Sessions as well.

The Museum set up the Majestic Time exhibit of Thomas Tompion clocks and watches in November. The exhibit will close on January 19. The exhibit received significant press coverage locally and regionally, including an article in the *New York Times*. Adam Harris, Gallet Guest Curator of Wristwatches, ended his 2014 tenure and installed a new wristwatch display that should be completed in January. A micro-exhibit on the watches of James Bond that will run throughout 2014 also was included in the display. Work continues on 2014’s Mystery Clock exhibit as well as the development of a new five-year exhibit schedule.

The Museum recently updated its online Museum collection database. Currently, users can search over 12,500 objects and see over 13,000 images. This is an ongoing project principally undertaken by a collections volunteer. In November the Museum took part in the Lancaster County Community Foundation’s Extraordinary Give event that raised nearly \$18,000 before a match (yet to be determined) by the Foundation. The Museum also received a \$1,000 donation to make improvements to exhibit lighting in the galleries.

### LIBRARY AND RESEARCH CENTER - Sara Butler Dockery, Library & Archives Supervisor

The NAWCC’s new website launched in October and unveiled the Library’s newly redesigned section. We reorganized the menus and completely overhauled the front page. The top and side menus now include a link to a “Using the Library” page, which gives a short introduction to the Library’s services. The menu on the

left side has been reorganized to make it easier for members and non-members to find what they need. The right side of the main page includes three featured links that take users to pages for research, new books, and the Hamilton Timely Topics scans. We intend to occasionally switch out the right-side links to feature various Library services. We hope that everyone will find our new design attractive and useful.

In November we closed the Library every Monday so that we could do some much needed housekeeping. While we do our best to keep the Library neat, things do tend to pile up as we try to keep the NAWCC members supplied with books, videos, and answers. With the Library closed, we took the time to clean and reorganize several areas in the Library without the distractions of email and phones. Two of our volunteers, Terry and Fred, spent extra time in their weeks to come in to shift the entire Lending Library collection to create some much needed space on the shelves.

We participated in an Open House as part of the Mid-Eastern Regional, which was held in York. About 50 members came in to see the Library and the displays of recent additions to the Lending Library and Archives.

The Library staff also participated in orientation for the new and returning Board members as part of the annual Board of Director’s meeting. The Board members heard a short presentation on the features of our new catalog and had the opportunity to see examples from our advertising collection.

**October-December 2013 by the Numbers**

**Lending Library Activity**

Total materials checked out -	556
Loans through mail -	206
Loans in house -	350
Programs borrowed for Chapter use -	14
OPAC searches -	2,426

**Material Types**

VCR, DVD & Microfilm Loans -	263
Books and NAWCC Bulletins -	293

**Total Number of Visitors -** 269

Students -	10
Non-members	105
Members -	154

**Fulfilled Research Questions –** 356

Paid Non-members -	7
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**Library Processing Statistics**

Acquisitions:	47
Donations:	49
Cataloged Items:	111

**EDUCATION/VOLUNTEERS – Katie Knaub, Education Director**

**Museum Education Programs and Exhibits**

We opened the special exhibit A Matter of Time, which received great local press for the Museum as well as the artists featured in the exhibit. We assisted with the installation of the temporary Tompion clocks exhibit in the rotunda of the Museum. We also are coordinating several loans for the upcoming exhibit on mystery timepieces in May 2014.

**NAWCC Workshops/Webinars**

We held eight workshops during this quarter. We met with our instructors to schedule additional/new topics for workshops in the next year. We coordinated the handout materials for students, supply purchasing, room setups, and building opening and closing for the instructors. We are coordinating efforts to get the online

learning system in place for early next year with ScholarLab. We are working with instructors who will be developing the online content and reviewing best practices associated with online teaching. We also spent considerable time coordinating the recording of the Time Symposium with the efforts of local NAWCC volunteers. We are reviewing the edited programs of the Symposium, which will be made available via our ScholarLab site for purchase once the programs have all been edited and the site is ready (first part of 2014). We continue to work with volunteers to process and make available the slide/tape programs as online streaming programs for members.

**Education Attendance**

Oct.-Dec. 2013:	Museum Education programs: 129	2014 FY total: 507
	Library Pass Participants: 47	Museum Guides Sold: 21
	NAWCC Workshops: 45	2014 FY total: 169

**Volunteer Program**

We have two new volunteers: one in Museum and one in the Archives. We had a new AARP senior worker for the Library to replace the one who left in September. We updated many of the volunteer search sites where our volunteer opportunities are listed, because the listings expire every year. Total Volunteer Hours for Quarter: 755

**Public Programs**

We held our annual fall sleepover at the Museum in October and a tea with Mrs. Claus for families in December. We also held a visit with Santa Claus in conjunction with the tea, which was free to the public. We developed the list of 2014 Museum programs and began initial work on a tea in February. Public Program/Events Quarter: 89

**PUBLICATIONS - Diana DeLuca, Editor**

**Periodicals – *Watch & Clock Bulletin***

The January issue was mailed December 23. The January issue included eight articles and most of the usual features (Answer Box and Chapter Officers were not in the issue; Chapter Officers ran in the January *Mart & Highlights*). The March issue was planned in December and will include 2013 Awards and Recognitions as well as six new articles. New articles continue to be received, peer reviewed, and processed. Including articles selected for the March issue, there are currently 88 articles waiting publication. Some of these are very short, some are on hold waiting for author revisions, and a few are multi-part. Bruce Shawkey will resign from his Wristwatches column after 2014; it will be important to seek out other writers interested in providing wristwatch subject matter.

**Periodicals – *Mart & Highlights***

Revenue for the 2013 *Mart & Highlights* to date (fiscal year) is shown below.

Issue Number	Issue Date	Revenue per Issue
371	May-13	\$19,882.80
372	Jul-13	\$23,087.65
373	Sep-13	\$23,893.40
374	Nov-13	\$18,662.11
375	Jan-14	\$24,874.50

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. We are also contacting non-member auction houses and dealers on a two-month cycle. The January issue presented a new challenge because many “6 for 5” advertisers (who pay for the entire year in January) did not respond to emails and/or letters. This necessitated much additional staff time to make individual phone calls to these advertisers.

## **Special Publications**

Samponaro's Bristol clockmakers book is at the press; we are waiting for digital proofs before ordering 100 copies.

Shelley's American tower clocks book is on hold waiting for two member contributions. Five new makers have been added to the book, and many updates have been made to original content. Donn Haven Lathrop is working as an editor of this book and will proofread the final layout.

100 additional copies will soon be ordered at the NAWCC Store's request of Laurence Seymour's Morbier clocks book.

## **E-media**

Watchdig.org is being updated now on a regular schedule with NAWCC content, auction news, and other content as time permits. Profiles of Roger Smith and Drew and Emily Zimmerman were recently featured (written by our summer intern). Stephanie Potter and Adam Harris provide some content. Relationships are needed with other online wristwatch writers. In December Paul Serra fixed several programming problems that had been plaguing the site.

New profiles were posted at nawcc.org of Gene Bagwell and, most recently, Robert and Susan Gary. Publications staff continue to monitor the NAWCC Facebook page. Publications staff continue to post updates to NAWCC periodicals and the MART Marketplace.

## **Other Activities and Support Materials**

Copyediting and proofing continue on all marketing material. With Tim Orr's assistance, a new membership brochure was designed. The online *Bulletin* index was updated for 2013. A comprehensive job chart of the Publications Department was created. A holiday card was designed. The Regional Guidebook was proofread and copyedited. Editing, fact checking, and proofreading support was given to Adam Harris for his permanent wristwatch exhibit in the Museum.

Carol Spencer Morris is no longer employed by the NAWCC. Mel Trago will begin work in the Publications Department on January 20. Mel will supervise production of the *Mart & Highlights* and be the lead person, coordinating content and design, for Watchdig.org and NAWCC promotional material.

The editor job search is in process.

## **INFORMATION SERVICES – Kevin Osborne, IS Director**

### **iMIS Association Management Software**

We upgraded from iMIS 15.2 to 20. We first installed it on the test server and tested it and then went live on .net server. We upgraded 14 workstations to iMIS 20. We coordinated the iMIS installation with Bob Lane and IBC so that IBC could install the Single Sign On as soon as the iMIS upgrade was finished.

We have been working with John Consulting on the new Join Process, which is now up and running. We still have some modifications to make so that it resembles the look and feel of the NAWCC website.

### **Website**

We went live with the new website design that we installed on the new Dell Webserver and integrated the SSO with it. The Hamilton and other databases are still on the old server and will be moved to the new server once we find a database search engine we can use with it. The 4Sale site also is still on the old server. We have moved the Message Board off the old server to the DB server. This means that the Message Board has all the resources of that server dedicated to it.

Once the databases and the 4Sale site are moved off the Webserver to the new server, we can move the old Webserver to Columbia and put it to a different use.

The final website server configuration will have one server hosting the NAWCC Message Board and the new Dell server will be running the NAWCC site, the 4Sale site, Horology the Index, Watchdig.org, Horology.edu, and the Business Directory.

Member Robert Gary has been converting the NAWCC slide shows to DVD format. We have received 13 of these slide shows from him. We have made copies for the Library to lend and also converted them to flash format and uploaded them to the Library Videos viewable online.

### **PC and Print Equipment**

We have purchased and installed a new high-speed printer for use by Member Services to print high-volume Member documents. The previous high-speed printer malfunctioned after more than 250,000 pages. The replacement was a remanufactured printer that we purchased for half the price of a new one.

### **Museum and Library**

We assisted in unloading and setting up the Tompion clocks and display cases.

We installed a new camera in the Museum lobby in time for the installation of the Thomas Tompion clock exhibit. The camera cable was conveniently run from the Security Office into the Museum entrance corridor and then through an existing opening in the lobby wall over the Museum entrance door. The camera was mounted above that same door. This affords a wide-angle view of the majority of the lobby space, especially the space covering the Tompion exhibit.

We networked the cameras that are installed at the school so that we can view them over the local network.

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

The Communications Department continued to maintain NAWCC websites and online resources and debuted the redesigned main website at [nawcc.org](http://nawcc.org) after a lengthy upgrade. It was implemented during the second week in October, and troubleshooting and cleanup continued through November. Communications Director Markus Harris coordinated a redesigned multiple email newsletters and targeted Constant Contact mailings on numerous topics, including event notices and support for chapter meetings, BOD announcements, and local and regional events. We implemented a multi-departmental Communications calendar to facilitate scheduling of assorted NAWCC outgoing messaging. Communications also mailed promotional materials to chapters in support of chapter events, writing and distributing press releases for our November Calendar of Events, Tea with Mrs. Claus, Keeping Time at Polk Presidential Hall in TN, Majestic Time: Tompion Clocks, The December and January Calendars, and the Workshop schedule for 2014 events. Communications Director Harris continues to work with chapters to develop and maintain their website presence via the Community software system and attends chapter meetings to give a brief program on the upgraded Web presence of the NAWCC. The December edition of the online e-zine *eHappenings* was compiled and distributed. As always, customer service advice was provided to members via Web and telephone. Communications also took part in facilitating a new NAWCC chat forum located at [Watchuseek.com](http://Watchuseek.com) to promote our association to the 150,000 registered members there. The owners and administrators at Watchuseek were quite gracious in joining us on this project.

Communications arranged for assorted services at various events and meetings, coordinating and helping oversee Santa's Tea and Holiday banquet events (after printing and distributing flyers and planning the site map for the event). Communications formatted, printed, mailed, and invoiced newsletters for Chapters 1, 3, 11, 134, 141, and 159 and continued to work with the Special Events Team. We handled the arrangements for the December BOD meeting and developed new resources in support of the A Matter of Time exhibits and the Tompion Exhibit, Majestic Time. We also sent emails to area media to develop a story on DST regarding the Wake-Up exhibit and the Mid-East Regional. Communications also helped advertise the Mid-Eastern Region in November and handled final details for various exhibit openings in conjunction with area newspapers and media. We handled Fox 43 Television's annual visit to promote A Matter of Time and Daylight Saving Time, submitted press releases, artist booklets, piece descriptions, and images to

newspapers for artists with A Matter of Time and took part in registering the Museum in Passport to River Towns. In addition to standard mailing list, we emailed and called over 40 media outlets, including other museums, auction houses, associations, newspapers, and television stations to promote Tompion exhibit. We worked with the events team to make arrangements for the holiday and toy donations, along with donation of the Christmas tree. Kim Craven coordinated details prior to and during the Employee Christmas Luncheon and arranged for photos and information to be submitted to *Healthy Aging* magazine.

**FACILITIES – Chuck Auman, Controller**

In November we completed several roof repairs and applied the white coating to section A of the Museum roof. We used the Crystal Fund donation, received in December 2012, to complete these projects.

We continue to have roof leaks because of the major temperature changes, and the roofers have not been able to do the repairs until January.

We had more snow in December than at any time in the past ten years, requiring us to spend \$1,600 for snow removal from the parking lots. Our part-time maintenance person has spent many hours shoveling and applying ice melt. I assisted several times with the shoveling and applying ice melt to the sidewalks. Several days we could not keep up to keep everyone safe.

We completed the three-year pressure test on both elevators in December. This requires the elevator service company and an approved state inspector to complete the inspection, with both parties billing for their service.

We continue to repair and paint walls in the Museum and office areas.

**DEVELOPMENT – Steve Humphrey, Executive Director**

	FY2014	FY2013	FY2012
Unrestricted Contributions	\$74,318	\$82,676	\$79,527
Restricted Contributions	\$174,302	\$194,621	\$127,344
Endowment Contributions	\$249,075	\$3,852	\$7,351
<b>Total Contributions</b>	<b>\$497,695</b>	<b>\$281,149</b>	<b>\$214,222</b>

Unrestricted contributions were 10.1 percent less for the first nine months, compared to the previous fiscal year.

October to December chapter contributions:

Buckeye Chap 23	Library	500.00	Memorial
Buckeye Chap 23	NAWCC Endowment	1,140.00	Memorial
Toronto Chap 33	Area of Greatest Need	150.00	Memorial
Alabama Chap 54	Area of Greatest Need	100.00	
Ozark Chap 57	Area of Greatest Need	500.00	
Ozark Chap 57	Area of Greatest Need	50.00	Memorial
Ozark Chap 57	Area of Greatest Need	50.00	Memorial
Rio Grande Chap 117	NAWCC Endowment	35.00	Memorial
San Jacinto Chap 139	Area of Greatest Need	500.00	
San Jacinto Chap 139	NAWCC Endowment	500.00	

Other gifts of note include \$123,000 from the Crystal Trust for new HVAC controls for our museum/office building, \$10,000 from the Dudley and Yolande Cline 2013 Trust plus a number of gifts to the Partners in Time annual fund and gifts and pledges to the For All Time endowment and capital campaign that is in its early stages. In addition to outright gifts and pledges the For All Time campaign has received several commitments for planned gifts.

Amazon.com, the largest online retailer, has a program called Amazon Smile where if you login through a link for your favorite charity, a donation of 0.5 percent of your purchase will be donated to the charity. I encourage you to put a link on your desktop if you use Amazon for some of your shopping needs. The link is <http://smile.amazon.com/ch/23-2072465>

## **ADMIN/OTHER**

Membership was down 115 in October, 49 in November, and 33 in December. This represents a decline of 1.2 percent for the quarter, which is in line or slightly better than projections. Dues income, which varies from actual membership numbers based on whether members pay early or late, was off more than expected as outlined in the financial reports for the last three months. Calls by our marketing firm to reach out to lapsed members for the July to September quarter has resulted in 22 percent or 63 of the 305 lapsed members reached reinstating their membership.

We continue to follow up with U.S. Senator Robert Casey's office in addressing the matter of some of our chapters having their tax exempt status revoked after having it granted as part of our group exemption last December. I continue to file 990-N returns for some of our chapters that have not been affected by the revocations. There was a recent article in the *Chronicle of Philanthropy* outlining the problems at the IRS and how they have incorrectly revoked the exempt status of a number of entities, including a number covered under group exemptions.

The updating of the nawcc.org website was accomplished in October. This included a new design and improved navigation. Our association management software was also upgraded in November. We continue to work on our other websites to bring their designs up to date.

Diana De Lucca announced in November that she was going to be leaving the Editor position at the end of January after 14 years with the NAWCC. A search for her replacement has been ongoing and a new editor should be hired during January. We have also hired Mel Trago Jr. for the position of Creative Services Production Leader in the Publications Department. This position is responsible for the production of the *Mart & Highlights* and WatchDig and assists other departments with graphic design. This fills a position that was vacated in December. Mel will be starting on January 20.

I traveled to Ottawa Valley Chapter 111 in November to give a presentation, attended the Ward Francillon Time Symposium in Pasadena, CA, and attended the Mid-Eastern Regional in York, PA. The NAWCC Board of Directors was in Columbia for their annual on-site meeting in early December.

J. Steven Humphrey, Exec. Dir.      1/15/14