

Executive Director's Report March 2015

MEMBERSHIP

Fiscal Year starting April 1, 2014	March 2015	March 2014	FYTD 2015	FYTD 2014		
New Members	139	115	1,227	1,044		
Lapsed Members	(104)	(158)	(1,676)	(2,088)		
Net Gain (Loss)	35	(43)	(449)	(1,044)		
Twelve Month Comparison			3/31/2015	3/31/2014	Gain/(Loss) vs. prior yr.	
Regular Members			13,288	13,716	(428)	-3.1%
Associate/Youth			787	817	(30)	-3.7%
Life			228	234	(6)	-2.6%
Contributory			152	150	2	1.3%
Business			262	249	13	5.2%
Total Members			14,717	15,166	(449)	-3.0%
Budget Dues FY	\$102,250		\$1,112,100			
Actual Dues FY	\$111,333		\$1,127,087	\$1,141,666	(\$14,579)	-1.3%
Difference	\$9,083		\$14,987		vs. budget >	1.4%

Fiscal year-to-date membership is down 449 (3.0 percent) compared to down 1,044 (6.4 percent) last year, and down 1,031 (6.0 percent) the preceding year.

FINANCES - 2015 Operating Funds

	Income	Expenses	Net Inc/Exp
First Quarter FY'15	412,535	443,992	(31,457)
Second Quarter FY'15	470,755	473,226	(2,471)
Third Quarter FY'15	434,535	480,103	(45,568)
January 2015	181,072	177,411	3,661
February 2015	116,841	122,696	(5,855)
March 2015	174,010	157,524	16,486
YTD ACTUAL	1,789,748	1,854,952	(65,204)
YTD BUDGET	1,801,430	1,799,650	1,780
YTD VARIANCE	(11,682)	(55,302)	(66,984)

Note: December Income includes investment drawdown of \$16,557

Current year income is 0.6 percent below budget, while expenses are over budget by 3.1 percent. The actual net income is -\$65,204 (-3.5 percent) on the YTD expenses of \$1,854,952 before capital and transfers. The net is less than budgeted by \$66,984.

INVESTMENTS

	3/31/2014 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	3/31/2015 Value
Short-Term Investment Funds					
NAWCC Investment Fund	436,377	109,847	(82,523)	16,933	480,634
Library Acquisitions	7,692	19,618	(12,417)	78	14,971
Museum Acquisitions	29,462	6,447	(12,520)	1,368	24,757
Symposium Fund	37,157	5,485	(24,436)	1,794	20,000

Sub-total Short-Term Funds	510,688	141,397	(131,896)	20,173	540,362
	3/31/2014	Additions	Withdrawals	Investment	3/31/2015
	Value	YTD	YTD	Change	Value
				YTD	
Long-Term Investment Funds					
Heritage Fund	175,715	24,375	(210,233)	10,143	0
Museum & Library Institutional Fund	806,259	5,607	(53,082)	8,770	767,554
Museum Endowment Fund	398,285	7,214	(17,890)	2,048	389,657
Library & Research Center					
Endowment	115,815	3,813	(5,329)	1,112	115,411
School Endowment/Education	224,475	0	(10,479)	2,402	216,398
NAWCC Endowment	56,979	46,438	(2,548)	2,849	103,718
Midwest Scholarship Fund	36,186	0	(12,635)	427	23,978
Pritchard Fund	52,847	0	(544)	516	52,819
Sub-total Long-Term Funds	1,866,561	87,447	(312,740)	28,267	1,669,535
Total Investment Funds	2,377,249	228,844	(444,636)	48,440	2,209,897

*Consolidated Long-Term funds actual balance - Individual named account balances are calculated.

The current values on investments reflect paper gains and losses due to market fluctuations. 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 the quarter was \$5,643. Visitation for the quarter was 1,544, including 65 NAWCC members (4.2 percent). NAWCC Store sales for the quarter were \$11,766 and included some Sherline tool sales. The Museum redeemed 108 Turkey Hill Experience Joint Tickets this quarter. Joint Tickets represented an average of 7 percent of visitation for the quarter. Facility rental income for the quarter was \$849.

Deaccessioned and nonaccessioned items were sent to three auction houses for sales this spring. Most of the deaccessioned objects were auctioned in late March by Keystone Auctions of York, PA. Museum objects in that auction grossed approximately \$25,000. A small number of deaccessioned objects were sent to Pook & Pook Auctions in Downingtown, PA, for auction in April. These are principally patent timepieces and more decorative clocks. A large number of watches deaccessioned from the James Arthur Collection will be sold by Jones & Horan of Goffstown, NH, at their auction in May. A large backlog of objects that had been offered to the Museum is being presented to the Museum Collections Committee for accession into the Museum collection. Curator Kim Jovinelli has been busy with cleaning and reorganizing the collection storage area and working with three new collections volunteers on various aspects of the collection. The brutally cold winter led to some problems with the tower clock and street clock, which will be examined by Kim and Clock Instructor Al Dodson this spring. and any necessary repairs will be undertaken then.

Museum staff uninstalled two exhibits and began the installation of a third. The Mystery Clock exhibit and the Backroom Curiosities exhibit were both taken down. The installation of the new On the Clock exhibit is taking place, which is scheduled to open April 24. This exhibit features a large number of time clocks recently donated to the Museum by the past-president of Simplex Time Recording Company and is being sponsored by a family foundation associated with Simplex. The Museum also will present another chapter in the James Bond wristwatches story this year with Guest Curator Dell Deaton and install a microexhibit on Bulova watches with Guest Curator by NAWCC member Richard Calamaras and in partnership with Bulova Watch.

Museum and Library staff drafted a narrative in support of the NAWCC applying for a National Endowment of the Humanities matching grant. This draft is currently being refined with assistance from the Campaign staff. The Museum also renewed the partnership with Hamilton Watch for another year. This partnership involves the Museum and Library serving as a resource for Hamilton Watch and media inquiries in return for Hamilton providing \$2,500 for the Library and maintaining a \$2,500 NAWCC Membership.

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

The Library has acquired a new, smaller microfilm reader with scanning capabilities that allow the user the option of scanning or printing pages from the film. Not only will this new reader free up some much needed space we will also be able to scan microfilmed publications, such as the *Keystone*, in house.

In January we took down the holiday display that was in the Library’s exhibit case and replaced it with a display of cover art and summaries for a selection of books from the Library’s fiction collection. In addition to the more technical books, we also have a small collection of novels that feature clocks, watches, their makers, or some aspect of horology. If you’re curious to see what titles are included, search for the call number Fic in the Library catalog.

In addition to continuing to post on the Association’s Facebook page every Friday, the Library has also begun contributing to the Museum’s Twitter and Instagram accounts. Every Tuesday and Friday I post a picture to both accounts. So far most of what I’ve posted has been from the advertising collection, but I’ve also posted some scans from the Technical collection. If you have an account with any of those services, follow the Museum and Association to see what we’ve been doing.

In March we received an unusually large number of gifts. We were given large donations of books from three different individuals. This is actually well timed, because we are currently prepping for an auction of books in June. When books are donated to the Library, we go through them to weed out the titles that either we do not have or do not have a lending copy. If the donated books are in good condition, we may also switch out our copy for one that is in better shape. Most donated books are ones that we already have plenty of, so those will be added to the books for sale. All sales of donated books benefit the Library’s acquisitions fund.

January-March 2015 by the Numbers

Lending Library Activity

Total materials checked out -	430
Loans through mail -	255
Loans in house -	175
Programs borrowed for Chapter use -	20
OPAC searches	2,765

Material Types

VCR, DVD & Microfilm Loans -	147
Books and NAWCC Bulletins -	284

Total Number of Visitors -

Non-members	91
Members -	76

Fulfilled Research Questions –

Paid Non-members -	11
--------------------	----

Library Processing Statistics

Acquisitions:	60
Donations:	271
Cataloged Items:	142

EDUCATION/VOLUNTEERS – Katie Knaub, Education Director

Museum Education Programs and Exhibits

We conducted several education programs for student groups, including a preschool program and story time. I assisted in transitioning exhibit development to the new curator and her new volunteers, but I continue to provide support for the exhibit installation and marketing, including the opening. As part of an NEH grant application, we also drafted narrative text for the grant application related to the education/interpretation programs we offer.

NAWCC Workshops/Webinars

We held five workshops during this quarter in March, because we do not offer workshops in January or February because of winter weather. We are searching out more sites/organizations to cross-promote our workshops. We are continuing to work on the online workshop program. We placed our third online course live in March on using the micro mill for bushing. We also recorded the next online course in February with Gregg Perry on gilding, veneering, and finishing. We hope to have the edits done and the course available in April. We held our three webinars during this quarter, with a program each month with the following topics: The War Alarm Clock; The Sidney Advertising Clocks; and the Development of Time Zones in the US. Although the staff is facilitating the live webinars, the scheduling has been coordinated by the Program Committee, who has done an excellent job of finding speakers willing to present via this format. The presentations are available online in a recorded version following the live webinar, and we have had 244 views of these three recordings.

Education Attendance

January through March:

Museum Education programs:	82	2015 FY total: 290
Library Pass Participants:	67	
NAWCC Workshops:	32	2015 FY total: 170
Online Workshop Purchases:	22	
Webinar Attendance Live:	215	
Webinar Views Recorded:	244	

Volunteer Program

We have six new volunteers: four in Museum Collections, one in Membership, and one in Education. We also had two community service workers assist our maintenance staff with tasks to complete their required service hours. We attended a webinar on the new requirements mandated by the state for volunteers and staff who work with minors. We will be implementing the required background checks for both staff and volunteers who come under the new requirements. We also attended an internship fair at a local college (Millersville University) to promote our various internship opportunities. The Marketing staff and I also sought out a new, handicapped-accessible location for our annual summer picnic for volunteers and staff because we have a regular volunteer who is in a wheelchair and our previous venues would not accommodate this need. Total Volunteer Hours for Quarter: 1,547

Public Programs

We conducted an outreach program at a local retirement home on the Museum and a brief history of timekeeping. We held a Frozen-theme clockmaking event for kids in January, with almost as many adults participating as kids! We held a Cinderella theme tea for kids in February, where the children made clocks out of foam pumpkins. The tea sold out because our teas always seem to be popular events. We also assisted with the '50s Sock Hop program to mark the beginning of Daylight Saving Time. We continue to work on event promotion for upcoming events with the Marketing Department, including promoting the events on our

Facebook page and updating our Museum event's page on the website. Public Program/Events Attendance for Quarter: 99 (not including '50s Sock Hop Attendees)

PUBLICATIONS – Monica Elbert, Editor

Periodicals—Bulletin

The March/April 2015 issue was mailed the week of February 20. The issue featured cover art from Jerry Maltz's Simplex Time Recorder article that happened to coincide with the April opening of a Museum exhibit on time recorders. The issue contained eight other articles, a roundup of 2014 award recipients, and our regular features.

Periodicals—Mart

Revenue was:	Issue No.	Issue Date	Revenue
	382	March 15	\$21,716

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. We have been updating our ad trades with other publications.

Special Publications

We are working with Donn Haven Lathrop on final clarifications for the Shelley Tower Clock reprint and also for his decision/submittal of new cover art; once these items are straightened out, it should be ready for the press. Donn would prefer the book be printed as a hardcover edition. However, recent books published by the NAWCC have all been softcover, and I am not sure if our book printer—Lightening Source—handles hardbound editions and/or what the cost for hardcover would be. We have been in contact with Owen Burt about compiling his series of articles on Durfee clocks into a book. David Morrow has expressed interest in having a book published on what he took from Jerry Keiffer's course on wheel cutting.

Website

Watchnews is being updated daily. We're growing on Twitter and continue with our Twitter and other social media updates. We are looking for platforms that enable a responsive design so the site automatically adjusts to mobile devices. Recruiting new contributors is ongoing. General tweaking and updating on the Publications section of the NAWCC website has been ongoing.

Other Activities

We have been working with the National Convention Chair, the Crafts Competition Chair, and the Symposium Chair on promotion and advertising of coming events. We prepared ads to promote the NAWCC for Isochron Media. The department designed a new banner for use at Regional and other gatherings. The department has been working on design and editing work for Marketing, Education, Member Services, and the Museum, including designing ads for Museum and educational events and revising membership and other forms.

We attended a job fair at Millersville University in March to seek out students interested in working with us as interns, especially for the Watchnews website.

In light of an NAWCC budget shortfall I was asked to look into areas in the Publications Department where costs could be cut or revenue could be increased, specifically, introducing advertising to the *Bulletin*, international mailing costs for members who receive printed publications, offering subscriptions of the *Watch & Clock Bulletin* to non-members, and reducing the amount of pages in the *Bulletin*. I reported my findings to Steve Humphrey, executive director.

The Publications Department is again facing staffing changes. Editor Monica Elbert and Associate Editor Mel Trago are leaving the NAWCC at the end of April.

INFORMATION SERVICES – Kevin Osborne, IS Director

Network

We have received an additional five servers donated to us by the same nonprofit group that has donated servers to us before. These are one generation newer than the previous servers with additional hard drive space. We have already set one up as a server to be used with our Association Management software iMIS. It is running Windows Server 2014, which we purchased at a significant discount from TechSoup.

Our IT consultant procured two used high-grade fiber switches from a client and donated them to the NAWCC. They are now used for communication between the main building and the school. The installation of these switches facilitates the off-site location of the backup server and files as well as all other network and phone communication with the school.

Websites

We upgraded our SSL certificates for the NAWCC to a wildcard SSL, which allows us to install one SSL certificate that protects any NAWCC website or subdomain website.

Backup

Our new Barracuda Backup server is up and running at the school. Because of its increased hard drive capacity and advanced software algorithms, we can process full backups of our internal network servers as well as our webservers.

Online Learning

We have added a new video to the NAWCC Online Learning program. It is called Bushing and Depthing on the Milling Machine.

iMIS Association Management Software

We are preparing to upgrade iMIS to the newest version. We will be using the new donated server that has been set up as a dot net server. The process will be to install and configure the new version on the new server and migrate all the custom system resources and enhancements over to the new server. Once it is tested and everything verified, all we need to do is repoint the domain name and IP address to the new server.

Computer Security

To provide web security, email security, and computer anti-virus protections, our current provider would charge us \$3,575. For the same security programs from an alternate provider I have found, the cost will be closer to \$2,000.

COMMUNICATIONS – Markus Harris, Communications Director

The Communications Department continues to update and maintain NAWCC websites and online resources. Communications Director Markus Harris continued to coordinate 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. In addition, Markus is now the Administrator of the NAWCC Facebook Group page, with all responsibilities thereof. Work continued on conversion to the upgraded template designs for the NAWCC Community Chapter microsites and experimentation with alternate technologies to serve that niche. The next upgrade of the Joomla website to Joomla ver 3.5+ (and increased responsive design for better use via mobile devices) is now scheduled for the end of April. Communications also supervised design of ad schedule and promotional materials for Isochron media, initiated new design for vinyl banners to be used at chapter function, and supervised the upgrade of Horology: The Index to full service and functionality. Additional website advertising was added to boost ad revenue, and Communications also mailed promotional materials to chapters in support of chapter events,

writing and distributing press releases for Night at the Museum Sleepover, Cinderella Tea Party, February Calendar, Railroad Display, Upcoming Appraisal Classes, April Calendar, and Punching Time (On the Clock) Exhibit. The April edition of the online e-zine *eHappenings* was compiled for distribution and sent. Printed, mailed, and invoiced newsletters for Chapters 159, 11, and 141. Customer service advice was provided to members via web and telephone.

Communications worked with the Special Events Team to coordinate arrangements for the Cinderella Tea Party, worked with media sponsor WSOX planning 2015 event coverage. We coordinated with York County Convention and Visitors Bureau, researched electronic sign specifications for the Columbia Visitors Center, and mailed marketing materials to York and Lancaster Library Systems to distribute to 40 area libraries. Kim Craven worked with Markus Harris to update the official media list to include travel writers and develop online advertising plan for *Maine Digest* and other similar magazines. Kim also worked with Special Events Team on the Museum events Frozen in Time, Cinderella Tea Party, Sock Hop, and Clocktoberfest. A new Museum admission ticket was designed, and a new supply of tickets was ordered from Mifflin Press. In association with the Education Department we developed advertising plans for new ads in AWCI (ad swap). Advertising was also designed for *Southern Jewelry News*, *Shavings*, *Woodshop News*, and regular education articles in the *Bulletin* were scheduled in support of the new classes. Communications arranged to have educational flyers included with regional packets set out by Membership and further developed our targeted press packets for regional events distribution. An ad campaign was created for Lancaster Newspaper Co. for inclusion in the Women's U.S. Open *Visiting Lancaster* publication. Kim Craven also attended a fundraising conference presented by the Association of Fundraising Professionals. Advertising materials were shipped to support NAWCC Regionals, and Communications also coordinated the BOD dinner and reservations for their biannual meeting at the 2015 National.

FACILITIES – Chuck Auman, Controller

The new HVAC controls have helped us identify problems in the mechanics of the HVAC system. We were able to find and fix valves that were installed backward to improve heat in part of the building. We replaced eleven more of the individual control boxes this quarter.

We installed a rebuilt compressor for the air conditioning and added the new environmental friendly refrigerant at the same time.

Gary Schlossman, our part-time maintenance person, has been busy repainting and working with Noel and Kim on the special exhibit areas.

I am very glad spring is here. In this quarter from January to March, we had more snow than I wanted. One snowstorm accumulation was over 10 inches. Gary was snowed in at his house, and I ran the snow blower for over 5 hours to open all of the sidewalks.

We continue with our paper recycling and because we are doing this, I changed our garbage pickup to every other week by getting a large dumpster, which will save \$720 a year.

DEVELOPMENT – Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY15	FY14	FY13
Unrestricted Contributions	130,492.69	116,008.58	134,441.59
Restricted Contributions	238,124.58	230,216.11	199,752.70
Endowment Contributions	33,104.35	254,089.80	6,042.90
Total YTD 3/31	401,721.62	600,314.49	340,237.19

Unrestricted contributions were 12.5 percent more for the 12 months, compared to the previous fiscal year. Restricted contributions were 3.4 percent more than the previous fiscal year. Endowment contributions

reflect the For All Time endowment and capital campaign plus any bequest designated for endowment. Total contributions were down overall 33.1 percent, compared to the first 12 months of FY14, due to the decrease in endowment gifts.

January to March chapter contributions:

<u>Chapter</u>	<u>Amount</u>	<u>Use</u>	<u>Comments</u>
Minnesota-O T Lang Mem Chapter 20	40.00	Library	
Toronto Chapter 33	100.00	Area of Greatest Need	In honor of Ray Benben
Keystone Chapter 158	100.00	Area of Greatest Need	
Keystone Chapter 158	100.00	Library	
Keystone Chapter 158	100.00	Museum	
Heart Of America Chapter 36	200.00	Area of Greatest Need	In memory of Allen Ray
Kentucky Blue-Grass #35	250.00	Area of Greatest Need	In memory of Don J. Fleming
Connecticut Chapter 148	500.00	Museum	
Lone Star Chapter 124	1,000.00	Ansonia Street Clock	

Other gifts include from Hamilton Watch \$2,500, Mid-Eastern Regional \$500, James T. West \$500 and H. William Ellison \$500 for the Library; \$6,000 from Nancy Dyer – Library and greatest need; The Lubrizol Foundation \$2,000 – Ansonia Clock, facility repairs and chapter support; Kellogg’s \$500 – lighting project; George F. & Cathy Goolsby \$3,000, Eugene R. & Barbara Volk \$2,000, Fred R. & Pam Tischler \$1,000 and anonymous \$500 - “For All Time” endowments; Herbert F. Leisy, Jr. \$1,000, Andrew Reese \$500, Fred Ingram \$500, anonymous \$400, Gallet & Company, Inc. \$500 – Museum; and many other gifts less than \$400 plus contributory memberships. Donors will be acknowledged in the *Watch & Clock Bulletin*. The National Watch and Clock Museum has been awarded a grant of \$17,682 from the Pennsylvania Historical and Museum Commission for general operating support.

ADMIN/OTHER

Membership was up 53 in December, 17 in January, 13 in February, and up 35 in March. This is the first multimonth increase in my eight years with the NAWCC. Membership for the fiscal year is down 449 members or 3.0 percent, which is the smallest decline since 2000. Dues income, which varies from actual membership numbers based on whether members pay early or late, was ahead by \$14,987 as outlined in the financial reports. Calls by our marketing firm to reach out to lapsed members for the October to December quarter has resulted in 11.7 percent or 44 of the 358 lapsed members reached reinstating their membership. The total number of lapsed members for the quarter was 495.

The online education portal had a new course completed in March and put online in April. The topic is “Bushing and Depthing on the Milling Machine” by Jerry Kieffer. The course costs \$45 for members and has already had 13 paid registrants for revenue of \$585. The three instructional courses that are currently online have generated revenue of \$2,685. Additional courses are at various stages of development, and we recently received a gift of \$10,000 for course development.

We recently completed the NAWCC’s first election that used online voting in addition to paper ballots. We had a record turnout of 17.53 percent of the members voting. Online ballots returned accounted for 67.87 percent of the ballots cast. Three incumbents were reelected: Tom Bartels, Phil Gregory, and David Lee. Following the election the Board approved the recommendations of the Nominating and Elections Committee for three appointed seats on the Board. Approved for appointment were Jay Holloway, Rich Newman, and Carroll Wolfe.

In the Publications Department, I received resignations from Editor Monica Elbert and Production Leader Mel Trago, both effective April 24. The Production Leader position has been filled by Keith Lehman and the search for a new editor is ongoing.

In March I attended the Florida Regional in Kissimmee, FL, and a Finance meeting in Chicago. While in Chicago, I also met with a potential donor.

