

## Executive Director's Report June 2015

### MEMBERSHIP

Fiscal Year starting April 1, 2015	June 2015	June 2014	FYTD 2015	FYTD 2014		
New Members	77	72	273	232		
Lapsed Members	(138)	(150)	(501)	(518)		
Net Gain (Loss)	(61)	(78)	(228)	(286)		
Twelve Month Comparison			6/30/2015	6/30/2014	Gain/(Loss) vs. prior yr.	
Regular Members			13,066	13,445	(379)	-2.8%
Associate/Youth			785	808	(23)	-2.8%
Life			228	232	(4)	-1.7%
Contributory			150	146	4	2.7%
Business			260	249	11	4.2%
Total Members			14,489	14,880	(391)	-2.6%
Budget Dues FY	\$84,420		\$261,500			
Actual Dues FY	\$95,157		\$253,426	\$260,228	(\$6,802)	-2.6%
Difference	\$10,737		-\$8,074		vs. budget >	-3.1%

Fiscal year-to-date membership is down 228 (1.5%) compared to down 286 (1.9%) last year, and down 325 (2.0%) the preceding year.

### FINANCES: 2016 Operating Funds

	Income	Expenses	Net Inc/Exp
April 2015	142,806	133,397	9,409
May 2015	120,019	150,543	(30,524)
June 2015	145,629	137,028	8,601
YTD ACTUAL	408,454	420,968	(12,514)
YTD BUDGET	416,605	441,963	(25,358)
YTD VARIANCE	(8,151)	20,995	12,844

Current year income is 2.0 percent below budget, while expenses are under budget by 4.8 percent. The actual net income is -\$12,514 (-3.0%) on the YTD expenses of \$420,968 before capital and transfers. The net is better than budget by \$12,884.

### INVESTMENTS

	3/31/2015 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	6/30/2015 Value
<b>Short-Term Investment Funds</b>					
NAWCC Investment Fund	480,634	0	(986)	(15,764)	463,884
Library Acquisitions	14,971	1,115	(29)	(535)	15,522
Museum Acquisitions	24,757	22,010	(47)	(1,649)	45,071
Symposium Fund	20,000	0	(38)	(656)	19,306
Sub-total Short-Term Funds	540,362	23,125	(1,100)	(18,604)	543,783

	3/31/2015 Value	Additions YTD	Withdrawals YTD	Investment Change YTD	6/30/2015 Value
<b>Long-Term Investment Funds</b>					
Heritage Fund	0	0	0	0	0
Museum & Library Institutional Fund	767,553	0	(2,746)	7,728	772,535
Museum Endowment Fund	389,657	0	(1,353)	3,927	392,231
Library & Research Center Endowment	115,411	0	(401)	1,162	116,172
School Endowment/Education	216,396	0	(751)	2,179	217,824
NAWCC Endowment	103,389	3,100	(363)	1,015	107,141
Midwest Scholarship Fund	23,977	0	(83)	242	24,136
Pritchard Fund	52,820	0	(183)	532	53,169
Sub-total Long-Term Funds	1,669,203	3,100	(5,880)	16,785	1,683,208
Total Investment Funds	2,209,565	26,225	(6,980)	(1,819)	2,226,991

\*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 \$16,682. Visitation for the quarter was 3,588, including 149 NAWCC Members (4.2%). NAWCC Store sales for the quarter were \$26,317 and included some Sherline tool sales and sales from the 2015 National Convention. The Museum redeemed 531 Turkey Hill Experience joint tickets this quarter. Joint tickets represented an average of 14.7 percent of visitation for the quarter.

The Library held its first online book auction, which began June 1, posting over 471 books on the Library's storefront on the NAWCC's 4Sale website. The auction ran through the end of June. The Library sold about 150 books and made almost \$2,000 dollars for the Library's acquisition fund. Because of the success of the auction we will make the sale an ongoing project and begin by relisting many of the books that did not sell. The Board voted to pass budget cuts, which included making the archivist position part-time; starting at the beginning of July, Nancy Dyer will be working 20 hours a week on Mondays and Tuesdays and will continue to work two Saturdays a month. The Library will do everything that they can to ensure continuity of library service despite this cut, although we may need to adjust the hours the Library is open.

Collections and Exhibitions Department has been continuing work on evaluating the contents of the shelves in storage by making sure they are properly documented in the PastPerfect system. The objects from the Moore collection not deemed accessionable are being prepped for transport to the Pook & Pook Auction House for a later sale. We are currently in the research stage of the upcoming exhibitions on Religion and Time as well as Horology and Tattoos. It is anticipated to have a walk-through completed for Religion and Time shortly. We have also begun cross-referencing the paper files on the objects with what is in the collections database and making adjustments as needed.

The Museum submitted the application for a National Endowment of the Humanities matching grant. This grant is designed to complement the NAWCC's ongoing endowment/capital campaign.

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

In April we had two groups of students who heavily used the Library. The annual watch valuation course was during the middle of the month, and the students from the clock workshops also spent a fair amount of time in the Library. We're always happy to have students who are interested in taking advantage of the Library's resources.

Most of May was spent doing prep work for our book auction, which began June 1. Melissa (one of our volunteers), Terri (our AARP assistant), and I worked hard all month to write descriptions, scan covers, and post 471 books on the Library's storefront on the 4Sale site.

The auction ran through the end of June. I tried to spread the word as much as possible through the article and ad that ran in the May/June *Watch & Clock Bulletin* and *Mart & Highlights* as well as the Museum and Association's various social media accounts. We sold about 150 books and made almost \$2,000 dollars for the Library's acquisition fund. Because of the success of the auction we will make the sale an ongoing project and begin by relisting many of the books that did not sell.

At the end of May we completed the first phase of our inventory project. Terry, one of our volunteers, has been working for over two years on this project, making note of barcodes and scanning and uploading book covers, tables of contents, and indices. We are very pleased to have this project completed and grateful to Terry for all his hard work. The next step is to have a couple of volunteers take the lists of missing books and double-check in the stacks to make sure nothing was missed.

### **April-June 2015 by the Numbers**

#### **Lending Library Activity**

Total materials checked out -	417
Loans through mail -	185
Loans in house -	232
Programs borrowed for Chapter use -	8
OPAC searches	2,154

#### **Material Types**

VCR, DVD & Microfilm Loans -	160
Books and NAWCC Bulletins -	257

#### **Total Number of Visitors -** 237

Non-members	93
Members -	144

#### **Fulfilled Research Questions –** 243

Paid Non-members -	5
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#### **Library Processing Statistics**

Acquisitions:	45
Donations:	102
Cataloged Items:	113

### **EDUCATION/VOLUNTEERS: Katie Knaub, Education Director**

Katie Knaub began maternity leave in early June and welcomed a daughter Cora Ann on June 11. Katie will be returning to her position in mid-August.

#### **Museum Education Programs and Exhibits**

We had several day care programs visit the Museum as part of summer activities. We arranged for volunteers to conduct these programs during June because I would be on maternity leave. We assisted with the opening of the new special exhibit *On the Clock*.

#### **NAWCC Workshops/Webinars**

We held nine workshops during this quarter. 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 next three online courses live in June with instructor Gregg Perry on gilding, veneering, and finishing. We held two webinars during this quarter, skipping the month of June because of the National Convention. The topics included: The American Watch Company and The Development of the Hermetic Wristwatch. We have confirmed speakers for the remaining months of the year. We have also added the past webinar presentations to our YouTube channel educational playlist and are receiving many hits from that format as well. We are working with Adam Harris on a new course to be offered in October on identifying genuine watches from fake watches. We worked with other staff to develop a targeted marketing plan and hope that this course will fill the gap in education that many jewelry industry and appraisers have been asking us to offer. We had four people sign up for this course within two weeks of announcing it. We also held the watch valuation course in April. This course will not be offered again until we find a new instructor, because the former instructor Joe Cohen has resigned because of health reasons.

## **Education Attendance**

### **April through June:**

Museum Education programs:	51	2016 FY total: 51
Library Pass Participants:	187	
NAWCC Workshops:	35	2016 FY total: 35
Online Workshop Purchases:	29	
Webinar Attendance Live:	188	
Webinar Views Recorded:	460	

## **Volunteer Program**

We assisted the Publications staff with the intake of their summer intern because this is the first intern the staff has managed. We are waiting to implement the new background checks required by the State of Pennsylvania because some of the requirements have changed and the state is now going to cover the cost of some of the background checks required for volunteers. We are waiting for further clarification from the state on these new procedures. We made arrangements for the annual volunteer and staff picnic in August.

## **Total Volunteer Hours for Quarter: to be given in next quarterly report**

## **Public Programs**

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. We also coordinated the development of flyers for upcoming events with Publications staff. We are beginning development of 2016 events. We also coordinated volunteers needed for the annual Hops N Clocks before leaving for maternity leave. We have volunteers running our Make and Take Program on Mondays.

## **Public Program/Events Attendance for Quarter: 27 (not including Hops N Clocks Attendees)**

Note: I was on maternity leave beginning June 8. The workshops responsibilities are being handled by Dana Neill and the Museum education programs by Abby Krouse and Noel Poirier. I have continued to be available and aid in these tasks during my leave on an abbreviated scheduled. I thank all of the staff who helped with these items while I am on leave.

## **PUBLICATIONS: Therese Umerlik, Editor**

### **Periodicals—Bulletin**

The May/June 2015 issue was mailed in mid-June. The issue featured cover art from Frank Del Greco's article on the Eberman Tower Clock that is on display at the Museum. The issue contained 11 articles, each ranging between four and six pages in length, and 12 features.

## **Periodicals—Mart**

Issue No.	Issue Date	Revenue
383	May 15	\$22,660

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 on pricing the reprint of Shelley's tower clock book and preparing a pre-order advertisement for it in the *Mart & Highlights*. We have been in contact with Owen Burt about compiling his five articles on Durfee clocks into a book and Dave Weisbart about publishing "The Art of Pierced Brass."

## **Website**

Since Keith Lehman was hired as Watchnews editor in April, the website has undergone several changes. The summer intern from Temple University, Yujin Bronner, has provided content for the website through graphics, photographs, and stories. Particularly, he has translated brochures from Japanese to English for an NAWCC member's article and is doing similar translations on the Japanese section of the Library as part of an article Bronner is writing. His background is in graphic design, but he is expected to write a total of three articles by mid-August when his three-month internship ends.

Developing original written content for the website has been a major emphasis for Lehman. During this quarter, five stories have been posted. He has hired a freelancer who will start writing in August and is currently looking for a second one; both will be paid through a sponsor. In addition, all *Bulletin* stories on watches will be posted to the website after the permission to publish form is received and before the print edition is mailed.

Watchnews has seen its page views and Twitter presence increase as well. In April the website received 608 page views. As of June 30, that number more than doubled at 1,417. In April we had 32 followers in Twitter with tweet impressions—any interaction with a tweet, such as retweeting and responding—at 1,035. As of June 30, we saw a dramatic leap in followers to 566 with tweet impressions at more than 16,100.

## **Other Activities**

We have 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. Freda Conner edited the Chapter Handbook, and Lehman developed the campaign for the Luxury or Lie course.

We have been developing a proposal to boost ad revenue in the *Watch & Clock Bulletin* and *Mart & Highlights*. The more than two-year plan involves Association branding, ad aesthetics, and ad rates. We are in the beginning stages and plan to flesh out this plan more this year.

Two new people joined the Publications Department staff. In addition to Keith Lehman, who is also head of Creative Services, Therese Umerlik joined as editor in May.

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

### **Network**

We are planning to use the newly donated servers to replace and upgrade our SQL server as well as our iMIS test server.

We are also working on a Disaster Recovery Plan. We are considering the possibility of using the school as a site to house secondary servers for the Association in the event that the main building and servers are not accessible.

## Websites

We are nearly ready to deploy the updated version of Joomla, which runs the NAWCC website. This updated version will also be mobile responsive, making the website easier to view on mobile devices and tablets.

We have installed three of the donated servers to be used for additional services. One will be used for our WatchNews site, another as a means of searching the Internet for sites of interest to watch collectors, and a third for a possible watch bulletin board.

## iMIS Association Management Software

We have set up one of the donated newer servers to run the new version of iMIS, replacing the current version, which is almost two years old. We have installed iMIS 20.2 on the server along with a new SSL Certificate and a new Single Sign-on. We should be deploying it soon.

## Computer Security

We have installed a new Email Security program and a new Web Security program. The Email Security protects us from spam along with potential viruses. The Web Security program blocks users from inadvertently visiting harmful websites. In addition, we have an antivirus program installed on all desktop computers with real-time antivirus running. The antivirus program is set to run virus signature updates and nightly scans.

## COMMUNICATIONS: Markus Harris, Communications Director

The Communications Department updates and maintains 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. Work continued on the upgraded Joomla website back end in preparation to upgrading the main website from Joomla 2.5 and implementing a new responsive template for use with mobile devices; the scheduled upgrade has been pushed off until July. Communications also supervised design of ad schedule and promotional materials for new Auction and Sales eNewsletter and finalized new design for vinyl banners to be used at chapter functions. Communications developed and mailed promotional materials to chapters in support of chapter events, writing and distributing press releases for May Calendar, *James Bond Wore the Quartz Revolution*, The American Watch Co. Grade—40 Years of Excellence, Make and Take, Hops N Clocks, Trip Advisor, June Calendar, July Calendar, Blue Stars Museum, On the Clock Webinar, and Luther Goddard Pocket Watch. Printed, mailed, and invoiced newsletters for Chapter 141, Chapter 11, and Chapter 159 British Horology. Customer service advice was provided to members via Web and telephone.

Communications hosted Communications Assessment Meetings to discuss department concerns and projects. We also coordinated the BOD meeting and dinner for the National Convention in Chattanooga, the Donor Reception, the on-site Knaub Shower Event, the Chapter 17 Appreciation lunch event, and the annual Cinco de Mayo event luncheon for staff and volunteers. Kim Craven submitted our events to the local Convention and Visitors' Bureaus, *Antique Trader*, Pawn Organization, *Southern Jewelry News*, and Turkey Hill press offices, and also helped set up the opening event for *On the Clock Exhibit*.

Communications sent out special press materials to writers for *James Bond Wore the Quartz Revolution* exhibit, gaining stories from 12 publications about the James Bond and Quartz Revolution. As part of a run up to that educational offering, we created special press releases on Luxury or Lie for inclusion in *Southern Jewelry News* (in addition to a digital skyscraper ad displayed on both the Southern and Mid-Atlantic Jewelry sites), and submitted ads to regional newspapers for inclusion in Summer Time Activities Guide. In support of our chapters we mailed new member applications, chapter meeting reminder cards, and link to printable marketing materials for the upcoming Silver Dollar Regional. Craven also met with the Events Team to discuss and plan our upcoming events, notably Hops N Clocks, the annual NAWCC Picnic,

Clocktoberfest, and The Witch’s Ball. Our June Events List was submitted to the York County Convention and Visitors Bureau for inclusion in their ad material. We also contacted Pawn Organization to arrange a possible advertising agreement and or/membership swap between our organizations.

**FACILITIES: Chuck Auman, Controller**

We are still adjusting the new HVAC controls to meet our needs for the summer months. We have replaced several more actuators and sensors. The new controls provide “alarms” when we have a problem in the system, which allows us to fix the problem quicker.

We installed a new air conditioning system in April. The Crystal Trust funds will be paying for the new unit. We are still working on adding sound blankets to the compressors and changing the fan motors to provide better noise control.

Gary Schlossman and Zackery Flaharty have been busy cutting the grass and trimming the shrubbery. Gary continues to paint and do minor building repairs.

We continue with our paper recycling, and in April we recycled 2,560 pounds of paper.

**DEVELOPMENT: Steve Humphrey, Executive Director**

<u>Year-to-date Comparison</u>	FY16	FY15	FY14
Unrestricted Contributions	35,703.62	19,023.24	20,451.09
Restricted Contributions	30,440.00	11,275.00	18,894.00
Endowment Contributions	2,025.00	12,600.00	0.00
<b>Total YTD 6/30</b>	<b>68,168.62</b>	<b>42,898.24</b>	<b>39,345.09</b>

Unrestricted contributions were 87.7 percent more for the three months, compared to the previous fiscal year. Restricted contributions were 170.0 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 up overall 58.9 percent, compared to the first three months of FY15. A portion of the increase was a \$17,962 grant from the PA Historical Museum Commission for Museum operations.

April to June Chapter contributions:

<b>Chapter</b>	<b>Use</b>	<b>Amount</b>	<b>Comments</b>
New York Chapter 2	Greatest Need	250.00	Annual Donation
New England Chapter 8	Greatest Need	50.00	Memorial
New England Chapter 8	Museum	50.00	Memorial
Old Timers And Fellows Chapter 22	Publications	580.00	Memorial from Old Timers
Buckeye Chapter 23	Greatest Need	1,000.00	Gift from Regional
Atlanta Chapter 24	Greatest Need	500.00	
Toronto Chapter 33	Museum	200.00	Ansonia Clock (Memorial)
Magnolia Chapter 41	FSW	50.00	Memorial
Alabama Chapter 54	Greatest Need	200.00	Memorial
Ozark Chapter 57	Greatest Need	50.00	Memorial
Western Michigan Chapter 101	Greatest Need	25.00	Memorial
New Mexico Zia Sundials Chapter 106	Greatest Need	100.00	Memorial
Ventura & Santa Barbara County Chapter 190	Museum	1,200.00	Video Camera

Other gifts include Anonymous \$10,000 for educational programs; E. G. Watkins Family Foundation \$5,000 for exhibits; William M. & Miriam F. Meehan Foundation, Inc. \$3,600; Columbia Elks #1074 \$1,000 public programs; The Columbus Foundation \$1,000; Mrs. Joyce Pate Capper \$1,000; and Charles W. Buttz \$1,000 to the “For All Time” endowment funds. Many other gifts less than \$1,000 plus contributory memberships

were received. 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 down 112 in April, 55 in May, and 61 in March for a total of 228 or 1.5 percent for the quarter or 2.6 percent compared to a year ago. Dues income, which varies from actual membership numbers based on whether members pay early or late, was down by \$8,074 or 3.1 percent for the quarter. Calls by our marketing firm to reach out to lapsed members for the January to March quarter resulted in 8.1 percent or 45 of the 558 lapsed members for the quarter reinstating their membership. The number of members actually reached by phone was 392, which means 11.5 percent of those reached reinstated.

The online education portal had three new courses this quarter. The topics are gilding, finishing, and veneering by Gregg Perry. Each course is \$45 for members or all three for \$100. Several people have taken the combination of all three. Additional courses are at various stages of development.

The Communications staff has developed a new Auction and Sales eNewsletter, which will go to members who elect or opt to receive the eNewsletter. It will feature news on upcoming auctions, sales, and other commercial items that may be of interest. This will supplement ads in the *Mart & Highlights* for those who elect to receive it.

The National Watch and Clock Museum has received a [TripAdvisor](#)® Certificate of Excellence award. The accolade honors hospitality excellence for establishments worldwide that consistently achieve outstanding traveler reviews on TripAdvisor. Winning the TripAdvisor Certificate of Excellence is a true source of pride for the National Watch and Clock Museum.

The new exhibit *On the Clock: Changing the Industrialized World* opened at the National Watch and Clock Museum on April 24. Time recorders from Edward J. Watkins and pieces from the Museum's collection highlight the important advancements in labor in the United States. The exhibit is sponsored by the E. G. Watkins Family Foundation.

*James Bond Wore the Quartz Revolution* opened in May. It will challenge what visitors *think* they know. Curated by Bond expert Dell Deaton, the exhibit features important wristwatches from the commercial history as it unfolded—all worn by the James Bond character. "This exhibit seeks to explain *why* this quartz revolution happened, when it happened and shows how it continues to remain invaluable to contemporary society. At the center of this exhibit are examples of all 12 quartz James Bond wristwatches representing screen-correct models of those featured in EON productions movies premiered from 1973 through 1995.

The weekly executive director's update eNewsletter that goes to approximately 6,500 members has been redesigned by Crescendo, the provider of our planned giving services, to make it easier to access on tablets and mobile phones.

In May we were successful in hiring a new editor, Therese Umerlik, to head the NAWCC's Publications Department. She has an impressive background in both print and online venues, with her most recent position being with PennLive.com/*The Patriot-News* in Mechanicsburg, PA.

In April I attended the River Cities Regional in Lenexa, KS, and the PA Museums Conference in Harrisburg, PA. In June I attended the NAWCC Board meeting and National Convention in Chattanooga, TN.

J. Steven Humphrey, Exec. Dir.      7/20/15