

Executive Director's Report March 2017 Quarterly Report

MEMBERSHIP

Fiscal Year Starting			FYTD	FYTD		
April 1, 2016	March 2017	March 2016	2017	2016		
New Members	82	85	928	1,041		
Lapsed Members	(140)	(209)	(1,954)	(1,817)		
Net Gain (Loss)	(58)	(124)	(1,026)	(776)		
Twelve-Month Comparison			3/31/2017	3/31/2016	Gain/(Loss) vs. Prior Yr.	
Regular Members			11,537	12,549	(1,012)	-8.1%
Associate/Youth			723	750	(27)	-3.6%
Life			222	223	(1)	-0.5%
Contributory			169	162	7	4.3%
Business			264	257	7	2.7%
Total Members			12,915	13,941	(1,026)	-7.4%
Budget Dues FY	\$110,810		\$1,171,100			
Actual Dues FY	\$103,468		\$1,058,499	\$1,084,795	-\$26,296	-2.4%
Difference	-\$7,342		-\$112,601		vs. budget >	-9.6%

Fiscal year-to-date membership is down 1,026 (7.4%), compared with down 776 (5.3%) last year and down 449 (3.0%) the preceding year.

FINANCES: FY 2017 Operating Funds

	Income	Expenses	Net Inc/Exp
First Quarter FY 2017	442,527	442,799	(272)
Second Quarter FY 2017	473,749	487,543	(13,794)
Third Quarter FY 2017	456,667	431,081	25,586
January 2017	157,404	161,011	(3,607)
February 2017	121,756	127,430	(5,674)
March 2017	259,533	140,478	119,055
YTD ACTUAL	1,911,636	1,790,342	121,294
Less: Operating Pledge	(100,000)	0	(100,000)
Net Revenue	1,811,636	1,790,342	21,294
YTD BUDGET	1,861,510	1,918,458	(56,948)
YTD VARIANCE	(49,874)	128,116	78,242

Current-year income is 2.7 percent below budget, while expenses are under budget by 6.7 percent. The actual net income is \$21,294 (1.1%) on the YTD expenses of \$1,918,458 before capital and transfers. The net is better than budget by \$78,242.

INVESTMENTS

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	Market 3/31/2017	Transfers Pending	Book Value 3/31/2017
Short-Term Investment Funds							
NAWCC Investment Fund	335,965	0	(14,386)	35,777	357,356	(16,104)	341,252
Library Acquisitions	20,035	11,552	(4,190)	2,552	29,949	(309)	29,640
Museum Acquisitions	33,907	0	(789)	3,549	36,667	0	36,667
Symposium Fund	20,129	1,000	(5,607)	1,797	17,319	0	17,319
Sub-total Short-Term Funds	410,036	12,552	(24,972)	43,675	441,291	(16,413)	424,878

	Book Value 3/31/2016	Additions YTD	Withdrawals YTD	Investment Change YTD	Market 3/31/2017	Transfers Pending	Book Value 3/31/2017
Long-Term Investment Funds							
Heritage Fund	13,882	9,108	(80)	1,951	24,861	0	24,861
Museum & Library Fund	696,248	50	(3,126)	74,626	767,798	(59,672)	708,126
Museum Endowment Fund	406,094	10,010	(1,840)	43,985	458,249	(24,650)	433,599
Library/Research Ctr Endowmt	107,061	11,910	(494)	11,917	130,394	(7,204)	123,190
School Endowment/Education	206,965	9,113	(945)	22,600	237,733	(8,724)	229,009
NAWCC Endowment	146,805	66,524	(2,825)	17,806	228,310	12,628	240,938
Midwest Scholarship Fund	21,790	0	(1,392)	2,250	22,648	0	22,648
Pritchard Fund	48,004	0	(1,713)	5,045	51,336	0	51,336
Sub-total Long-Term Funds	1,646,849	106,715	(12,415)	180,180	1,921,329	(87,622)	1,833,707

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

The current values on investments reflect unrealized 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 \$7,147. Visitation for the quarter was 1,550 including 140 NAWCC Members (9%). NAWCC store sales for the quarter were \$8,743. The numbers of NAWCC Member visits were the result of one of the Museum's new educational initiatives, TIMEtalks (more below).

The Museum will be home to as many as three collections interns, all working on different projects for the Museum Director, Curator, and Librarian.

The Museum Director and Development Assistant applied for a number of private foundation grants during the quarter for a variety of projects and needs. STEM funding was sought, and denied, for the development stage of the museum reinterpretation plan. We will continue to seek out STEM planning funds for the upcoming quarter and year.

Public Programs

The Museum staff took over all Museum education functions this quarter and quickly instituted two new educational programs that will be offered every other month, in alternating months (Lunch Time and TIMEtalks). The Lunch Time program will provide attendees an opportunity to discover objects in the museum/archive/library collection up close and learn about why that object is an important part of horological history. TIMEtalks are formal lectures on various subjects related to the art, science, and history of horology. The first TIMEtalks lecture was presented in February by NAWCC member David Gorrell on the history of railroad time and the important role played by the railroads in the standardization of time and

timekeeping in the United States. Dave's talk was to a packed house in the Museum Theater. This lecture was presented during the month when the Museum hosts the Lower Susquehanna Valley Model Railroaders large model railroad layout display.

Volunteer Programs

Ongoing projects by our dedicated volunteer staff continue to progress and many activities would be difficult, if not impossible, to complete without their generous efforts.

Additionally, we had a number of community service volunteers who worked with our part-time building maintenance staff person on a number of projects throughout and outside the building. These included the setting up of cubicle spaces in Collections for interns and future volunteers.

Facilities

This quarter saw the most need for snow removal and care this winter, although in general snowfall amounts and the need for snow removal were limited this year. Regarding our buildings, there was moderate damage to some areas of the Museum and School flashing and roof trim from a severe storm that generated a tornado a little over a mile away from the headquarters facility. Estimates for the repairs were submitted to insurance for approval, and the work is scheduled for April.

New front doors, tied into the Museum's access system, were installed this quarter. This improvement to the access system will allow for a more flexible use of the front doors as well as an automatic means of locking and unlocking them. The doors will be painted as soon as the weather warms. A new awning over the rear staff entrance was also installed. The new boiler is running as intended at this time, after a couple months of tweaking aspects of the chemical flows, burner rates, etc.

MUSEUM COLLECTIONS: Kim Jovinelli, Curator

The Museum has dismantled the *Sacred Time* exhibit and is in the process of completing *Art of Time*, an exhibition that highlights artists' interpretations of our collection, set to open May 11. There is also a smaller-scale exhibit (*Watch Portraits*) on the work of photographer Atom Moore in process. *Watch Portraits* will run from April 30 through December 31, 2017.

The Museum accepted several items for the collection including several wristwatches, a Forestville Triple Decker shelf clock, a nineteenth century model lathe, a Chauncey Boardman table clock, and a Hamilton 992 B navigational watch in mint condition. The museum has also accepted a unique tower clock made by farmer Edwin P. Beaman in 1878.

Volunteer Janet MacGregor is continuing to work on researching files and adding any relevant information to the database. Judy Antonin has decided to work exclusively with the museum's Collections department for now and is currently assisting the Curator in determining possible items for deaccession.

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

In January we received DVDs of the 2016 Time Symposium "Clocks at Winterthur." The talks at the Symposium were professionally recorded and delivered to us on a set of seven DVDs. We are currently working to make separate discs for each talk, but in the meantime we have three copies of the set of seven discs. The set will be made available to individuals and chapters that would like to watch all the available talks without having to check out each of the 18 presentations individually. This is the first time we have made the presentations from a Symposium available as a set, so it will be interesting to see how they are received by the membership.

In February we received DVD copies of the latest webinars (November and January). We are adding copies of each of the monthly webinars to the program committee collection. Each one is also made available for

free online, but we wanted to make sure that they were all accessible to members and chapters that can't watch the online versions.

In March Kate put together an exhibit for the library's exhibit case called *Watches in Women's Fashion: Late 19th to Early 20th Century*. She used a collection of photographs that we received in January combined with examples from the Museum's collection to illustrate the ways women in the past wore their watches. Visitors to the library will find it both interesting and informative.

Lending Library Activity

Total materials checked out	294
Loans through mail	203
Loans in house	91
Programs borrowed for Chapter use	14
OPAC searches	1,960

Material Types

VCR, DVD & Microfilm loans	109
Books and NAWCC <i>Bulletins</i>	185

Total Number of Visitors

Non-members	72
Members	57

Fulfilled Research Questions

Paid non-members	6
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Library Processing Statistics

Acquisitions	32
Donations	17
Cataloged items	81

EDUCATION

The Education Director resigned at the beginning of the quarter. The duties related to volunteers and museum programming have been taken over by the Museum Director, Noel Poirier. The tasks related to coordinating workshops and registration have been delegated to the Admissions Manager, Abby Krouse. The organization of the education department and staffing are currently under study.

Pete Chronos has volunteered to be the Watch and Clock Traveling Workshop Administrator. Chapters interested in scheduling traveling workshops can contact Pete at wctwprogram@gmail.com. There are workshops scheduled to be held in conjunction with the National Convention in Arlington. Information on these can be found under Education > Workshops on the nawcc.org website.

NAWCC Workshops/Webinars

This quarter there were four Traveling Workshops and four Workshops at the School of Horology. We have a robust schedule of workshops for 2017 that were set up and listed last fall.

Education Attendance

January-March

Museum Education Programs:	77
Library Pass Participants:	105
NAWCC Workshops Attendees:	18
Traveling Workshop Attendees:	33
Online Workshop Purchases:	12
Webinar Attendance Live:	199

Webinar Views Recorded: 285

PUBLICATIONS: Christiane Odyniec, Editor

Periodicals—*Watch & Clock Bulletin*

Issue No.	Issue Date
425	Jan/Feb 2017
426	March/April 2017

The January/February 2017 issue was the first one printed by Walsworth. It contained six articles and 14 features. It was also the first issue of the redesign; reviews of the redesign have been mostly favorable. The issue featured the “2016 Pritchard Prize: Restoration of a ca. 1830 Musical Sonnerie and Quarter Repeater Pocket Watch” and the candidates for the 2017 NAWCC Election.

March/April was the first issue laid out by page designer Kim Hess. The shift of this role to a contractual position seems to be going well. The issue contains the last installment of V. Niles Kynett’s three-part series on Early English Verge Watches and the 2016 Award Recipients. There were six articles (including Kynett’s) and 15 features.

Periodicals—*Mart & Highlights*

Issue No.	Issue Date	Revenue
393	Jan/Feb 2017	\$16,603.12
394	March/April 2017	\$21,689.55

Promotional emails via Constant Contact and personalized emails continue with each *Mart & Highlights* cycle. Advertisers are taking advantage of our discounted rates by agreeing to run three or six consecutive ads. Advertising Services Coordinator Gillian Radel continues to build relationships with advertisers and her general learning curve is becoming less steep. Creative Production Leader Keith Lehman continues to create and revise ads as well as lay out the issue. He and Gillian work well together. We have lost Skinner’s Clocks, Watches & Scientific Instruments ads because of Skinner’s advertising cuts.

Special Publications

Michael Harrold’s “American Watchmaking: A Technical History of the American Watch Industry 1850-1930” – Library of Congress information incorporated; lay out and covers are done. It has been uploaded to Lightning Source and proofing is underway with printing to occur in May.

Owen Burt’s “Walter H. Durfee and His Clocks” — We have received a quote from an outside contractor. Page count was calculated by Freda Conner. After author approval, a letter of agreement will be generated and layout will begin.

Philip Priestley’s “British Watchcase Makers’ Gold & Silver Marks 1670 to 1970” — Author is working on the text. We will pursue a quote from an outside contractor for this title also. The author has found a great deal of interest in the upcoming book and has raised more than \$2,900 toward layout and production, with more to come.

Website

WatchNews Editor Keith Lehman continues to post on the website, and we continue to search for freelance writers.

Other Activities

The publications department has been working on design and editing projects for Marketing, Development, Membership, and Museum materials and events. Keith has created logos for the 75th Anniversary.

INFORMATION SERVICES: Kevin Osborne, IS Director

Facilities/Security

We have replaced our aging front doors. Each door has a 24" X 30" window installed for light, visibility, and safety and all new hardware and trim. The doors are linked to our security system, which means that they are programmed to unlock and lock appropriately according to Museum hours. The programming will also lock the doors whenever the building security system is armed. Along with the doors, we installed a card access point at the front door that allows access for authorized personnel when the doors are locked.

Websites

At the annual Board Meeting here in Columbia we made a presentation regarding our website updates. We have two servers installed and configured to host the websites and are working on both the NAWCC site and the Message Board.

Tom McIntyre has worked with a new vendor, Xenforo, for the Message Board and is getting close to having it fully functional.

Tom has migrated his Waltham website (<http://nawccinfo.nawcc.org/>) to the new Message Board Server and it is running well.

The NAWCC site still needs design, menu, and content updating but the server and hardware are ready to go.

iMIS Association Management Software

Because of the hard work of Abby Krouse, the online NAWCC Store is up and running.

We have the new Chapter microsites configured and available; we are no longer dependent on the Higher Logic Community pages. The list can be viewed here: http://net.nawcc.org/Chapters/Chapter_Sites.aspx. It consists of 63 websites, currently of which we host about 36.

COMMUNICATIONS: Markus Harris, Communications Director

The Communications Department continued to maintain NAWCC websites and online resources, coordinating multiple email newsletters and targeted Constant Contact mailings on various topics, including event notices and support for chapter meetings, BOD announcements, Publications announcements, Education updates, and local and regional events. Work continues on the new framework for the nawcc.org Joomla website. We continue to populate the new document server hosting the NAWCC document archives. Communications Director Markus Harris is working in cooperation with new Advertising Coordinator Gillian Radel to provide the Auction and Sales eNewsletter for interested members: that newsletter has been combined with the new member eBay listing ad initiative. We are also distributing promotional materials to Chapters in support of Chapter events as necessary. During this 90-day period Communications wrote and distributed press releases for Association and Museum events as follows: Evaluating Time, Luxury or Lie, Railroad Display, Lecture, April Calendar, Watch Portraits Exhibit, School Sale, Lunch Time, and the March Calendar. Communications printed, mailed, and invoiced newsletters for Chapters 3, 11, 134, and 141 and generated monthly reports for the Comptroller on all newsletter printing activities for January, February, and March. Customer service advice was provided to members via web and telephone as required.

Communications continues to host intermittent Communications Assessment Meetings assessing department concerns and projects. Marketing & Special Events Coordinator Kim Craven initiated contact with the National Pawnbrokers Association regarding our potential involvement with the 2017 Expo in Las Vegas and also arranged Fox 43's visit with three to four morning news segments highlighting the Museum's current exhibits – notably the Bond exhibit. A special mailing was sent locally to promote the special railroad display and lecture event.

Other marketing materials included a custom brochure and cover letter advertising our Luxury or Lie and Evaluating Time classes, which was disseminated as part of a 750-piece mailing to the National Pawn Association, as well as a formal ad swap with AWCI for Adam Harris’s classes

Press releases were designed and sent to advertise the recent NAWCC School sale of surplus items and the upcoming 2017 Hops ‘n’ Clocks event. A special greetings mailer was sent by Kim Craven to potential Hops ‘n’ Clocks vendors, with a telephone follow-up campaign recruiting both new and former beer and food vendors to this year’s event. Communications took part in designing and inserting an advertisement in the Homeschool Summer Guide concerning our Make & Take summer event series, and flyers promoting that event series were sent to Lancaster and York County Library Systems. New marketing materials were also proposed and created in support of Lunch TIME, promoting the Beaman Clock on community sites including Lancaster Chamber and Lancaster County Agriculture Council. Kim Craven coordinated our internal events, notably the St. Patrick’s Day lunch and annual NAWCC picnic preparations (scheduled for June 9). Registration for this year’s participation in the Blue Stars Museums program was completed and submitted in conjunction with the Museum marketing team, while our upcoming event line-up was submitted for inclusion in April’s SVVC newsletter.

MEMBER SERVICES: Pam Lindenberger, Manager

Membership

Twenty-six past members renewed this quarter through telemarketing company MGI. This quarter we received 19 payments from the November 2016 marketing mailing, totaling \$1,770. Two Regionals submitted 17 membership applications. Of those, four were Introductory. We had an additional 64 Introductory memberships.

Twenty-six \$35 member recruitment vouchers were issued. Fifteen were redeemed.

Twelve new Introductory members renewed for a full year.

The third mailing for the Annual Appeal was sent on March 1.

Recognition pin files were researched and recipients contacted. Chapters will be notified regarding those members.

Shari Lappe, Member Services Administrative Assistant, submitted her letter of resignation effective May 12. Shari and her husband Tom are relocating to Cape May, NJ. Advertisements were placed and interviews are being scheduled.

DEVELOPMENT: Steve Humphrey, Executive Director

<u>Year-to-date Comparison</u>	FY17	FY16	FY15
Unrestricted Contributions	269,119.07	134,603.65	130,492.69
Restricted Contributions	97,605.97	140,584.04	238,124.58
Endowment Contributions	171,978.00	84,577.52	33,104.35
Total YTD	538,703.04	359,765.21	401,721.62

*FY17 unrestricted contributions includes a \$100,000 multi-year pledge with payments starting in FY2018.

Unrestricted contributions were 25.6 percent more for the year, compared with the previous fiscal year, excluding the \$100,000 pledge. Restricted contributions were 30.1 percent less than the previous fiscal year. Endowment contributions reflect the For All Time 75th Anniversary Endowment and Capital Campaign plus any bequest designated for endowment. The increase in endowment giving was 103.3% more than last year. Total contributions increased by 22.0 percent compared with FY16.

January to March Chapter contributions:

Chapter	Use	Amount	Note
New England Chapter 8	2017 Symposium	\$1,000	
Southwestern Chapter 15	National Convention	\$100	
Carolina Chapter 17	National Convention	\$100	
Buckeye Chapter 23	Library	\$500	Memorials
Atlanta Chapter 24	National Convention	\$200	
Heart Of America Chapter 36	National Convention	\$100	
Tennessee Valley Chapter 42	Greatest Need	\$100	Memorial
Inland Empire Chapter 53	National Convention	\$50	
Sunflower Clock Watchers Chapter 63	National Convention	\$100	
Central Illinois Chapter 66	For All Time Greatest Need	\$110	Memorial
Rio Grande Chapter 117	Library & Research Center	\$50	Memorial
Lone Star Chapter 124	Education	\$50	Memorial
Western Carolinas Chapter 126	Websites & Message Board	\$200	
Vista Chapter 136	Library Acquisition Fund	\$50	Memorial
Connecticut Chapter 148	National Convention	\$600	
Big Bend Timekeepers Chapter 176	National Convention	\$200	
Ventura & Santa Barbara County Chap. 190	National Convention & Ansonia Street Clock	\$600	

Other gifts and grants include a combined \$10,000 from John Acker and the John Acker Foundation in support of the 2017 Annual Convention; \$4,995 from Wells Fargo in support of the McClintock clock being worked on by the Chapters in the Boulder, CO, area; gifts to the 2017 Ward Francillon Symposium in Boston from New England Chapter 8 \$1,000, Steven Berger of Timesavers \$1,000, Jonathan Snellenburg/Bonhams \$1,000, and Stuart L. Miller, Jr. of New England Gallery Inc. \$1,000; Dr. James Dutton for the Library \$1,000; Roger J. Gendron \$1,000 for the Philip Priestly book *British Watchcase Makers' Gold & Silver Marks 1670 to 1970*; Harry W. Firth \$1,000 and Gregory D. Gould \$1,000 to the Library Endowment. Numerous other gifts and contributory memberships were received. Donors will be acknowledged in the *Watch & Clock Bulletin*.

The Endowment and Capital Campaign brought in \$2,491,027 during the quarter from gifts, pledges, and planned gift estimates. The total for the campaign through the end of March is \$2,491,027. This included our first million dollar planned gift estimate from Tom and Jane McIntyre, a planned gift estimate of \$800,000 from Robert and Susan Gary, and a planned gift estimate of \$720,000 from James F. Chamberlain.

We were notified that we are a beneficiary of the estate of Mary L. Harrington of Carthage, NY. Mary was the spouse of John A. Harrington who passed away in July 2011. John was a 40-year member of the NAWCC. The valuation of the estate has yet to be done, so the value is unknown. We are one of ten charities that will each receive one tenth of the estate. We were also notified that we will receive \$50,000 from a trust set up by Herbert F. Leisy, Jr. to support the Museum. Herbert had donated his grandfather's rare 1905 A. Lange and Sohne 18K yellow gold minute repeating clock watch in 1997. Although not a member, he had been a donor to the Museum since donating the watch.

ADMIN/OTHER

Membership was down 58 in December, down 209 in January, and down 156 in February, for a total of -423 or -3.0 percent for the quarter, compared with -2.5 percent a year ago. Dues income, which varies from actual membership numbers, based on whether members pay early or late, was down by \$26,296 or -2.4 percent year to date compared with last year. Calls by our telemarketing firm, MGI, to reach out to lapsed

members from October to December took place February 23 to March 2 and resulted in 24 members being reinstated out of 172 lapsed members reached.

Starting with the January/February 2017 issue of the *Watch & Clock Bulletin*, Walsworth Printing of St. Joseph, MI, became our printer for the *Bulletin*. This resulted in cost savings while expanding color to all pages of the publication. We are still investigating options for printing the *Mart & Highlights*.

The NAWCC election closed on April 1. Tim Orr, Chris Miller, John Cote, and Philip Morris were elected to the Board of Directors. Jim Coulson was elected to the Nominating and Elections Committee. The Bylaws amendment to reduce the number of candidates required from two per open seat to two more than the number of open seats was also passed. 2,121 members or 16% of the membership voted. This compares to 17.5% in 2015. The number voting is almost double versus when ballots were distributed in the *Bulletin*. Of those voting 85% voted online and 15% voted by mail ballot.

In the area of personnel, Therese Umerlik left the position of Editor on February 17 and Advertising Services Coordinator Melissa Mann resigned effective January 20. Christiane Odyniec was hired February 28 as Editor of our publications and Gillian Radel was hired in January to take over the duties of Advertising Services Coordinator. Director of Education Katie Knaub resigned in January and continued to assist in a consulting role until April. This position is still under evaluation as to the best way to proceed in line with our goals to expand online learning. The search for a new Executive Director is underway, and about 54 applications were received by the March 20 deadline.

The new NAWCC online store is now functional. The store utilizes the commerce module of iMIS, our association management software, and replaces the previous online store that was from an outside vendor. This change will result in a modest cost saving for the Association and will allow better integration with our other member data. We are still working on improving the look and feel of the site. You can check out the new store at <http://net.nawcc.org/Store>.

I attended the Florida Mid-Winter Regional in February, the PA Museums Conference in March, and the Southern Ohio Regional in early April.

J. Steven Humphrey, Exec. Dir. 4/27/17