



## **Oversight & Advancement Accomplishments April–August 2020**

This message is from the Oversight & Advancement Committee and is intended to keep all NAWCC members informed about accomplishments and changes at the National Office during the above period.

### **Museum and Research Library**

Although the Museum and Research Library remain closed to the public due to the pandemic, significant progress has been made within State guidelines where possible:

1. Public Time Gallery construction in the museum continued, and the new flooring to support the exhibit was installed.
2. The most significant private collection of Ives and Salem Bridge clocks was donated to the Museum by George Goolsby in 2019 and received in March 2020. The collection processing, documentation, and conservation is currently taking place.
3. The Library was reconfigured to provide an inviting environment more conducive to research activities.
4. The archives and other areas were reconfigured to better organize and access the collection. Perhaps for the first time, all collections including new delivery processing are stored in purpose-designed shelving.
5. Nearly 20 smaller maintenance and improvement projects were completed, including improved lighting, fire code upgrades, and dehumidifier testing and replacements.
6. The contract to replace the failing roof was approved and work began on July 1<sup>st</sup>.
7. A relationship was established with the Cumberland Valley (PA) Visitors Bureau to promote the NAWCC and Museum: <https://www.visitcumberlandvalley.com/>
8. Personal Protective Equipment (PPE) was purchased per CDC guidelines to keep our staff and public as safe as possible when the museum reopens.

### **Financial Performance**

1. Controller Byers successfully achieved a \$200,000 loan/grant authorized by Congress to offset payroll and benefit impacts due to the pandemic, and a second grant for \$10,000 has been applied for to help offset Personal Protective Equipment (PPE) expenses that will be necessary to open the facilities to the public.
2. Just over \$150,000 was raised toward the \$250,000 match challenge made by an anonymous donor who recognizes the significant accomplishments being achieved by your Board of Directors and our excellent leadership team at HQ. Due to the extraordinary circumstances this year, the donor has extended the deadline for the remaining \$100,000 match challenge to the July, 2021 Virginia National Convention. We are already making a dent toward that important \$100,000 matching opportunity.



If you can help with a matching donation, please email Development Chairman, John Cote at [jcote@comcast.net](mailto:jcote@comcast.net)

3. Voting software was evaluated and a communication campaign designed for members to vote on-line. The initiative reduced the cost of voting for the August Bylaws Amendment by 90% (a saving of approximately \$6,000).

## Website Launch

The website replacement initiative, the largest project undertaken in many years, was completed and launched ahead of schedule on May 26, 2020.

1. All objectives, as previously communicated to the membership, are being monitored and metrics across the board are positive:
  - a. Entice people who find the NAWCC on the internet to develop interest in horology, interest in the NAWCC, and interest in becoming a member.
  - b. Improve ease of use and access to information.
  - c. Increase traffic to the website and ability to monetize that traffic.
  - d. Improve staff efficiency through better integration with our back-end operational systems. One of several major redesigns was a complete overhaul of the online membership application process.
  - e. Improve member experience for key website activities including renewing membership, signing up for events, finding local chapter information, and finding business members.
2. Website functionality and content was reviewed and continues to be improved. Examples include:
  - a. NAWCC Award recipients are all posted for the first time. See "About" menu option.
  - b. National Committee members and contact information updated. See "About" menu option.
  - c. The extensive NAWCC video library including webinars and the Ward Francillon Time Symposium lectures are available online for the first time. See "Publications" or "Research" menu options.
  - d. All Bulletin Supplements are available on the website for the first time. See "Publications" menu option.
  - e. The online Shop and the purchase process were redesigned. See "Shop" menu option.
  - f. The Business Directory was redesigned. See "Business Directory" menu option.
  - g. Descriptions were written for 17 NAWCC books to better promote authors and their publications.



- h. An enhancement list, including (continued) infrastructure updates, for the next phase of development is being captured and will be addressed in the future, subject to funding, prioritization, and information (e.g., metrics).
    - i. Established reduced pricing for digital memberships for all member categories. The "First Time" membership (designed by Director Orr) created to attract new members to the NAWCC had 50 new memberships in the first month of the website going live, which is a record.
3. The message board team is working on a major upgrade to the forum pages to make it more streamlined, add features, and make it easier to use. Amazingly, the forum (message board) community is utilized by a worldwide community of 60,000 horologists.

### **Staff and Hiring Updates**

We are pleased to announce the following additions to our great staff at the National Office.

- Laura Taylor was hired as Editor. Laura was the Senior Editor for Fox Chapel Publishing, Mount Joy, PA, for the previous six years.
- Ben Errickson was hired as the new Research and Archive Assistant in March. Ben has worked in archival research at several institutions for the previous three years
- Emily Leister was hired as the new Museum and Library Associate. Emily is an Elizabethtown College graduate with a degree in history and is in a position that will have wide-ranging duties assisting in the Library, Museum, and Gift Shop/Admissions.
- Pat Doherty was hired as a part-time Accounting Associate. Pat is a business/accounting student at York College.

### **Leadership Team – Major Accomplishments**

The Oversight & Advancement (O&A) Committee commends the entire staff for their dedication and professionalism during these unprecedented times, and the smooth transition to conducting business from home offices. Without exception, all membership services continued uninterrupted, and the executive office received a higher-than-normal number of positive member communications and only a single complaint for the entire period. The staff was permitted to return to the offices beginning June 8, 2020, after installation of all recommended safety precautions in accordance with the "yellow" zone designation for Lancaster County made by Governor Wolf.

1. Successful transition and onboarding for our new Editor, Laura Taylor, who took over for departing Editor, Christiane Odyniec.



National Association of  
**WATCH & CLOCK**  
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2. The book titled *The Appreciation and Authentication of Civil War Timepieces* by Clint Geller was edited, designed, laid out, and uploaded for printing.
3. Print quality for the *Mart & Highlights* was improved as part of contract negotiations at no additional cost. It was upgraded from low-quality newspaper paper to high-quality glossy paper.
4. Design, lay out, and proofing of a new book titled *Irish Clockmakers: Passing Time Across the Water* by Killian Robinson is in progress.
5. Annual inventory of gift shop merchandise has been completed.
6. Disaster Recovery plan was updated based upon our (successful) response to the pandemic.
7. Computer server farm hardware and software were updated to current releases.
8. Significant data review and clean-up completed to membership and other operational data files as part of the new website launch project.
9. Preparation for the 2021 National Convention in Hampton Virginia is full speed ahead and Local Chapters, HQ, and the National Convention Committee are all working together. Please know that your safety is a primary focus of every planning meeting. If you have time and energy to help, volunteers are always needed to put on these shows—the largest collector shows taking place anywhere.