



## Oversight & Advancement Accomplishments September 2021-April 2022

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.

### **National Watch & Clock Museum**

#### **Fortunat Mueller-Maerki Library & Research Center**

*James Campbell, Research Library Supervisor & Acting Museum Curator*

It has been a busy time in the library and museum, with new donations received and continuous work on exhibits on-site and one that is traveling to New York.

- The library is processing two major book donations that will help fill the gaps in the library. Both donations have provided much-needed lendable items for our members' lending library.
- The museum identified and set up timepieces in the rotunda area in conjunction with the 2021 Time Symposium "Horology 1776." These pieces were from the time period of the American Revolution. Symposium attendees enjoyed touring the museum on the last day of the event.
- Staff assisted the Colonial Williamsburg Foundation with audio material for their new horological display.
- The museum is currently preparing an exhibit of items from the James Arthur Collection that will be at the Horological Society of New York (HSNY) this summer and for the Time Symposium in October 2022.
- A new control system and cameras have been installed in the museum and library. One new electric circuit for security cameras inside the museum was installed in-house.
- In conjunction with museum staff, Frank Del Greco has continued working toward the completion of the Public Time display in the museum.
- The radon remediation plan for the museum is currently on hold due to supply issues of material needed to complete project.
- The backflow preventer for the museum building has been inspected and found to be not operating correctly. A new preventer will have to be installed to bring the building back under compliance with the Columbia Water Company and the Commonwealth of Pennsylvania.
- Radon levels in the museum have been measured and found to be at unacceptable levels and will need remediation.



## **School of Horology**

*Ken De Lucca, Director of Education*

The School of Horology closed in 2012, and classes were mostly offered on an ad hoc basis after that. During the pandemic, the school was not operating. Much work has been done to revitalize the education program at the school.

- The School of Horology building has been put in order and is ready to receive students again. The classrooms were cleared of excess material and benches put back in place for use by students. The school required new flooring, a water heater, and a fresh coat of paint in the classroom areas. These upgrades greatly enhanced the learning spaces at the school.
- Radon levels in the school were measured and found to be at unacceptable levels and will need remediation. Radon remediation equipment has been installed at the school and is functioning properly.
- Concrete was poured in-house at the school to close off exposed soil areas in the floor and foundation to help with the remediation process.
- A maintenance contract has been signed with Frey Lutz to maintain HVAC equipment at the School of Horology and at our rental property.
- During the month of October 2021, the Director of Education-to-be functioned as a volunteer at the School of Horology, organizing and moving assets in order to make the school functional again. Additionally, James Campbell as well as Board members assisted in moving and discarding materials that were no longer needed at the school.
- December 2021 saw our first class being offered at the School of Horology in a long time. The class was Introduction to Antique Clocks, held on December 4 and 5, and had a full enrollment. Feedback from the students was very positive.
- In January 2022, preparations were made to include future machining classes along with watch classes. Previous instructors were contacted and plans made to add these courses to the schedule.
- In February 2022, a second Introduction to Antique Clocks class (February 5–6) was offered. This class was full at 12 participants. Evaluations of the class were very positive.
- Assistance was provided to create the Mini-Workshop series of offerings at the upcoming 2022 National Convention in Dayton.
- March 2022 saw our first course on the American-style time/strike clock. Due to the intensive nature of the course (detailed hands-on learning experiences), the enrollment was reduced to nine participants. Feedback from the attendees was very positive.



- Future activities include continued class planning for future offerings on topics such as polishing/burnishing pivots, bushings, mainsprings; instruction on tabletop lathes; using the micro-milling machine and wheel and pinion cutting; a modern (quartz) wristwatch class; American shelf clock tablets with stenciled borders; and a pocket watch class.

## **Member Services**

*Marlo Davis, Member Services Manager*

I accepted the position as Member Services Manager on July 5, 2021. Since embarking on this journey, I am learning more and more about the scope of the Member Services Department. It is an ongoing learning process to resolve the challenges inherent in this position. With the guidance and assistance of colleagues, BOD members, and a past employee, I have settled into this new role and am looking forward to what the future holds for all the exciting plans that our new executive director has in store for the NAWCC!

- Training newly hired Member Services Administrative Assistant Gina Donnan
- Printing and mailing (Bulk Mail) membership cards
- Printing and mailing (Bulk Mail) renewal invoices
- Going to the Post Office and dropping off
- Monthly billing for our members
- Ordering supplies for our staff
- Preparing for upcoming regionals
- Attended one regional
- Assisting Chapter Officers
- Generating award certificates
- Ordering award plaques
- Reordering pins and various Member Services Department supplies
- Assuming member numbers for deceased spouses
- Monthly Member Services Report
- Various other monthly reports for the controller
- Old Timers report/spreadsheet
- Golden Circle Award report/spreadsheet
- Publication files
- Sending subscription renewal list to *Clocks Magazine*
- Invoicing Institutional Subscriptions only
- Monthly eReminders
- Creating a purchase order
- Learning how to maintain the envelope folding and stuffing machine and postage machine



- Bimonthly and yearly chapter reports
- Running queries for various reports
- Notifying Chapter 22 of deceased Fellows and Old Timers
- Preparing for the National Convention
- Processing payment for UPS bills

## **Technology**

*Seth Huber, IT & Chapter Support Specialist*

- Several unnecessary software subscriptions were identified and closed. This will save more than \$2,500 per year.
- IT support was provided for the reopening of the School of Horology in order to have modern technology and internet access in place to provide the best educational experience possible.
- Several Chapter websites were revitalized after a nearly two-year COVID-19 hiatus, to breathe new life into the sites.
- Work continued on the ongoing project to upgrade our buildings' internet stability and speeds by migrating to a fiber connection.
- Work is underway to introduce a new website tab for Education to help promote the newly revamped School of Horology and its course offerings.
- The NAWCC is implementing a new registration system on its website for Conventions and Regionals to streamline the process for maximum efficiency.
- The accounting system has been converted to QuickBooks.

## **Publications**

*Laura Taylor, Managing Editor*

In addition to the continual process of preparing each issue of the *Watch & Clock Bulletin* and *Mart & Highlights*, the Publications team provides editing, advertising, and graphic design support to every other department as well as to the Board, Committees, and Chapters.

- A new museum map was created to provide a helpful museum layout plus membership information on one side and paid advertising from local businesses on the other side. Every visitor to the museum receives a copy, with many guests using a special coupon on the back to make purchases at the Museum Gift Shop.
- The new "Ticktock Time-Out" kids' page in the *Mart & Highlights* was introduced in the July/August 2021 *Mart*. The Publications team researches, writes, and lays out content



for a simple craft or puzzle with a little horological information, too—something members can share with kids to inspire future enthusiasts.

- The *Bulletins* and *Marts* in the basement storage area were sorted and organized. Samples for every issue are now in a separate Publications archive library, with the remaining copies available for the Store and Library.
- Arrangements have been made for the NAWCC to publish two books by members in 2022, with editing work now in process: *Without Equal: The Clocks of Abner Jones of Bloomfield, New York* by G. Russell Oechsle, and *S-Town Horology: An Exhibition Celebrating the Artistry of John B. McLemore* by Philip E Morris Jr. and William R. Tatum.
- Multiple eBlasts and web announcements were prepared and a press release was created and sent to media contacts announcing the arrival of new Executive Director Rory McEvoy.
- The Pub team assisted the new Director of Education with revitalizing the education program by preparing class materials and eBlasts and creating promotional advertising.
- Fresh content was provided for NAWCC social media, promoting the museum, Museum Gift Shop, education, and NAWCC membership benefits.
- Promotional advertising was created to attract visitors to the museum. Ads were prepared for various local brochures, magazines, and tourism websites; a special edition of *USA Today*; and three local digital billboards.

### **Human Resources, Development, Marketing**

*Sarah Gallagher, HR Manager, Development & Marketing Associate*

Several staff changes have occurred at NAWCC headquarters:

- Executive Director Rory McEvoy joined the staff on-site in late February, after lengthy pandemic-related delays.
- Gina Donnan was hired as the Member Services Administrative Assistant.
- Emily Leister's position as Library Research Assistant & Gallery Security was eliminated. Keith Lehman's position as Creative Services & WatchNews Editor was eliminated; graphic design for the *Mart & Highlights* will be outsourced. The elimination of these positions is a cost-cutting measure.
- Work has begun to revamp the staff performance review system.

Efforts to develop and strengthen our financial base continued:

- Looking to maximize the impact of the donor reception at the 2022 National Convention, the format was changed to invite those donors who gave at a higher amount and to move from a full-dinner service to hors d'oeuvres only, to realize appreciable cost savings.
- The System for Award Management (SAM) federal grants registration was completed.



National Association of  
**WATCH & CLOCK**  
Collectors, Inc.

Marketing plays a key role in promoting our museum to the public, locally in Lancaster County and beyond:

- For the first time, we will have an ad in *USA Today* to promote the museum. The ad will appear in a special summer edition—*Go Escape Northeast*—and will be very nice exposure for us.
- Local awareness of our beautiful facilities grows as area organizations reserve space for their special events, introducing hundreds of people to the NAWCC. The Lancaster Chamber of Commerce held its annual Consortium meeting for the rivertown area in the museum's rotunda space in February. The Columbia Merchants Association held a mixer in the rotunda in February, and they also held a gala event in the rotunda in March.
- We now have three additional street signs placed in Columbia, directing folks to the museum.
- We have rejoined the Lancaster PA Tourism Alliance; Rory McEvoy, Terry Zaporozec, and Sarah Gallagher attended a meeting in March.