

HOROLOGICAL TIMES™

ADVANCING THE ART, SCIENCE & BUSINESS OF HOROLOGY

October 2011



AMERICAN WATCHMAKERS-
CLOCKMAKERS INSTITUTE

This Month's Focus: *Growing Your Business*

Taking Smart Risks at Cleves & Lonnemann Jewelers

The Watchmaker: Opportunity Knocked

WatchFacts™ for the Pre-Owned Watch Business

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This poster was provided to members courtesy of Sy Kessler Sales, Inc.

a message from the president

DOUG THOMPSON, CW21



Growing up in Minnesota with a father as a bench watchmaker, I observed his evolving professions throughout the years. He was trained, as thousands were, on the GI Bill after World War II. My father was raised a farm boy and became a bus driver, auto mechanic, roofer and a siding specialist. When he was discharged from the Navy with a medical disability, robust occupations were no longer an option for him. After taking a mechanical aptitude test that determined career options for a person of his physical situation, he entered a watchmaking school and embraced his new profession.

While he was in school he trained on movements that were mostly American-made pocket watches and simple manual-wind wrist movements in “dust-proof” cases with molded glass crystals. In the first few years after he left school, he discovered many new products he had never seen before: The Swiss automatic, chronograph, calendar movements from dozens of manufacturers and later, electric watch movements. The complications, in many instances, bore no resemblance to one another due to patent design issues. Many of these movements were coming to market in water-resistant cases with “high dome” crystals, armored crystals, one-piece cases, split stems, alloy mainsprings, a variety of shock systems, and with new oils (synthetic!).

In addition, my father had all this new equipment to service all these new products: Case opening/closing tools, crystal tools, automatic cleaning machines, ultrasonic cleaning machines, multi-meters, and new timing machines that would time the new higher-beat watches (19,800vph and 21,600vph) that were coming to market. He experienced all this innovation in the first 10 years he was a licensed watchmaker!

Our state watchmaker association had 1,500 members at its peak during this time. There were hundreds of watchmakers in and around Minneapolis and Saint Paul, so there were local guilds, as well. It was through these groups, using lectures, bench courses, demonstrations and information provided by manufacturers, that my father was able to keep up with the new products and servicing techniques. Often times though, these events weren't in the best venues for education, but he rarely missed an oppor-

tunity to increase his knowledge. In a highly competitive market, to paraphrase Francis Bacon, “Knowledge (and skill) is power.”

Fast forward to 1978 when I finished watchmaking school and started my apprenticeship with Dad. At that time, there were many other products becoming commonplace: Tuning fork movements, quartz movements, higher-beat mechanical movements (28,800vph & 36,000vph), mineral crystals, sapphire crystals, different manufacturing techniques and more complicated case designs. Of course, there was new equipment to help service these horological products: More water-resistance testing equipment, new types of timing machines, amplitude meters, sophisticated quartz analyzers, and so on. When I went to work for my father, he decided it was my duty to attend the educational offerings and report back to him on what I had learned. Just as my father had experienced, these opportunities weren't always offered in ideal locations. They were often in hotel meeting rooms, restaurant banquet rooms, etc.

Fast-forward once again to present day. History has taught us that our profession never stands still. It is constantly evolving: New movement designs, new escapements, new lubricants, new metals, new regulating methods and new watch cases to accommodate our active world. Naturally, there is new equipment to aid the watchmaker in servicing these new products. As Yogi Berra said, “It's like deja-vu, all over again.”

The great difference between now and then is that AWCI members have something available that my father and I didn't have readily available when we were first seeking post-watch school educational opportunities. At the AWCI Academy of Watchmaking we now have a modern, well-equipped facility, capable of training members on not only basic skills, but on those needed to obtain certification. We also have the newest equipment and advanced courses for those who are qualified. It's true that Harrison, Ohio may not be close to everyone, but the quality of the experience makes the journey worthwhile.

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American Watchmakers-
Clockmakers Institute

a message from the executive director

BY JAMES E. LUBIC, CMW21



It's October and the AWCI 2011 dues renewals will be arriving in your mailbox soon. The 2011 dues will be \$149.00 for our regular members. All other individual membership categories have also been adjusted. They are as follows:

Student	\$74.50
Senior (70 - 79)	\$134.10
Senior (80 +)	\$119.20

The dues for the REC Schools will stay the same as last year, as will the Affiliate Chapters dues.

The IAB dues will range from \$350 to \$10,000 per year. In case you weren't aware, there are five categories of IAB memberships. The idea behind this is to make IAB membership affordable for all sizes of industry-related companies. Ideally, the smaller companies pay the lower amount and the larger ones pay the higher amounts.

Again this year, Rolex USA is voluntarily increasing their AWCI IAB membership fee to \$25,000. They are also continuing to sponsor the "Challenge Grant" that has been so successful since being implemented two years ago.

This is how it works:

Rolex will match up to an additional \$25,000 of dues money raised within the IAB. This could mean an additional \$50,000 from the IAB (\$25,000 from Rolex USA + \$25,000 from the other IAB members = \$50,000 in additional funds for AWCI). This money is to be used specifically for our educational programs, not to be co-mingled into the general fund. Last year the "Challenge Grant" raised \$45,300, and the year before it raised \$50,247.84 for a two year total of \$95,547.84. The money generated from the "Challenge Grant" is what funded the renovations and media upgrades to the Marvin E. Whitney Education Center here at AWCI.

I would also like to thank Richemont NA for their support of AWCI and the IAB. Two years ago they also voluntarily raised their annual dues from \$10,000 to \$25,000 per year.

If AWCI didn't have the support of each of our members from each membership category, we would not

be able to continue to improve the many services and member benefits that we offer. I know there are still a few members and non-member watchmakers and clockmakers who are uncomfortable with industry participation in AWCI. If not for industry participation, why would there be an AWCI? The purpose of a trade association is to work with the members of an industry/trade to insure (in our case) that watchmakers and clockmakers are provided with the information, training and certification necessary to service products (watches and clocks) to a standard that supports the needs of the industry, so that the end user, the consumer, receives the type of service for their product that reflects positively on our industry and trade.

I would like to remind our members of the benefits of being an AWCI member. We all know that *Horological Times*, our industry-recognized certification, educational programs, technical information, library, website, parts forum, museum, annual convention—are all fantastic benefits.

Additionally, one of two AWCI member benefits all members should be taking advantage of (and many are not) is the "Referral Directory." We have consumers using the AWCI online "Referral Directory" every day, as well as calling the office looking for someone to repair their watch or clock. If you want your name and contact information to be visible to these individuals, you must have your "Referral Directory" listing switched to "yes" on the line that reads "Make Referral Record Public" on our website. Make sure you have all the correct contact information, too.

AWCI has spent a lot of time and money making www.awci.com a valuable member benefit. If you haven't already, you should go to www.awci.com and log in. Scroll down to the "[Update your online Referral Directory record](#)" and follow the directions. It's that easy! In this day and age, you can't afford not to be listed on the AWCI Referral Directory.

The second member benefit that all members should participate in is the "Technical Discussion and Parts Forum." Presently, we have 660 AWCI members subscribed to this valuable member benefit. Once you have subscribed to this forum, you have access to the "Watch Related" forum, the "Clock Related" forum, and the "Tools Related" forum. This is an excellent place for AWCI members to help each other with everyday issues that affect everyone who repairs watches and clocks. Issues discussed may in-

a message from the **executive director**

BY JAMES E. LUBIC, CMW21

clude, “How do I solve this problem,” or, “Does anyone have this part?” All you have to do is go to www.awci.com and click on the “Technical Discussion and Parts Forum.” It’s the link on the upper left hand side of the homepage directly under the “Referral Directory.” Once at the Forums page, all you have to do is subscribe. Once your membership is approved you will receive an e-mail informing you that your account has been activated. From that moment on you will have access to the most knowledgeable watchmakers and clockmakers in the country.

For those who are looking for a job, or might like to test the market for a new job, we have the “AWCI Career Center.” AWCI members are invited to post their resume for free. You never know who might see your resume in the “Career Center.” You may get an [offer you can’t refuse](#) just because you’re an AWCI member.

Don’t forget about other AWCI benefits including Health Insurance, Supplemental Health Benefits, Jewelers Block and Commercial Insurance, Credit Card processing, Office Depot discounts, Payroll Processing, Foreign Exchange and International Payment services, plus your own professional website.

All these member benefits are available to AWCI members at no additional cost and they all have the potential of improving your bottom line. And after all, that’s what this issue is really all about: [Growing Your Business](#). Just take the time to look into these benefits. They’re only a mouse click or a toll-free phone call away.

**For Benefits Information
Visit: www.awci.com**

a report from the **treasurer**

BY HENRY KESSLER



I wear many hats at AWCI. For the past two years, I have been the AWCI Industry Advisory Board (IAB) Chairman, also serving the past three years on the AWCI Board of Directors (BOD). Now, this is, my second year as Treasurer. I am also very active as your

Trade Show and Marketing Committee Chairman.

It has taken me several years to truly understand the inner-workings of our organization. Much of what I heard when I first joined AWCI was incorrect. To listen to the stories, one would have thought the organization was on the verge of bankruptcy. It took a tremendous amount of self-control and patience to become involved, and also to avoid jumping to the wrong conclusions.

As I have mentioned before, as an organization, we are very wealthy! Despite the rollercoaster of our economy, there is certainly no potential of bankruptcy looming on our horizon. AWCI is mostly (1/3rd)

funded by a well-managed investment portfolio exceeding \$6,000,000, generated from the sale of complicated mechanical watches gifted to the organization years ago. Our next largest source of revenue comes from you, our members, in the form of dues collected. The rest of our revenue comes from education, certification and advertising sales.

Another interesting detail: All of the revenue from industry, which includes the IAB (made up of watch brands, watch and jewelry supply houses, clock vendors, battery companies, trade shows, trade journals and others) comprises less than 10% of our annual revenue. I would certainly not call this portion a controlling interest! However, the IAB gives AWCI much needed industry input, in addition to each IAB member’s time, energy, assistance and guidance—which can certainly be more valuable at times than money. We could always spend more money than we have!

Speaking of budgets, we have operated within a balanced budget for several years.

Over the last several months, there has been a change in the way AWCI operates. In the past, the Treasurer

BY HENRY KESSLER

and Finance Committee had a tremendous amount of control. Clearly, this was necessary in our recent past under Jack Kurdzionak's direction, in order to pursue a focused change in the way projects were selected, supported and pursued by AWCI. This had to happen while insuring that our organization managed to operate within a budget that allowed for no bleeding.

Today, much of that control has shifted to the entire Board of Directors who is ultimately responsible. However, the work of the Finance Committee remains important, and the BOD counts upon this Committee's hard work, understanding and management in the process of spending.

There are concerns that membership and ad revenue are shrinking, and that the volume of students needing to take CW21 examinations could also be shrinking. Our Finance Committee, along with our BOD and AWCI management, are continuing our efforts to improve the issues at hand.

We can utilize the *Horological Times* to help promote awareness and knowledge of our organization within the American watch and jewelry industry. We can also focus on content that its readers and advertisers are interested in, while creating more demand for additional well-trained watch and clockmakers within our industry. We want to continue to grow the training and certification programs we offer, all while building value for our members. No simple task, but progress on every front is well underway!

From a financial perspective, progress has been tremendous:

- We have managed to launch an all-new *Horological Times*, moving from black and white to full color—with an updated design—all without increasing costs to our organization.
- We have managed to get out from under a viable, yet complicated and relatively risky financing arrangement with Fifth Third Bank, moving to Merchant's Bank.
- We created and worked together with the BOD to pass yet another balanced budget.
- We approved spending money on updating our classroom technology, making our current capabilities high-tech even by today's standard, thanks to the support of the Rolex Challenge Grant Funds. Rolex agreed to match funds donated by other companies, (such as my own company,

Kessler/Renata). For example, if we donate \$1,000 to AWCI, Rolex will match the gift with another \$1,000.

- We approved funding for redesigning our clockmaking and polishing rooms. This redesign has allowed for the creation of new training programs without diminishing the capabilities of existing programs (also with the help of funds generated from the Rolex Challenge Grant).
- We approved funding of updated software for our membership and school, leaping several generations forward at one time.
- Together with our Industry Advisory Board, we supported the Trade Show and Marketing Committee's work on a nationally promoted membership poster campaign (our first!), and a marketing research project. These are both underway with the support of *JCK Magazine*, *InStore Magazine*, *National Jeweler* and other IAB members, implemented August, 2011.
- We will continue to exhibit in at least two major trade shows: *JCK Las Vegas* and the Chicago *InStore Smart Show*. Next year, AWCI and our instructor will be promoted by *JCK* as a training sponsor, drawing additional buyers to the show, while growing awareness for our organization.

In addition to all this progress, there is more work underway. All in all, I would say we have been very busy and successful so far this year!

Finally, I would like to comment about how cooperative Tom Pack and Jim Lubic have been over the last several months. Like most accountants, in my opinion, Tom is both detail-oriented, but also keeps an eye on the big picture. As Jim has mentioned in the past, much like myself, Tom Pack wears many hats. Tom has also been happy to respond to any accounting and finance questions openly and completely. Tom is also involved in many different aspects of AWCI's operations. Jim works as our visionary, pushing for progress on every front endlessly. Please be sure to thank these fellow colleagues for a job well done!

BEST BUILT Watchmakers Polishing System



12-201 \$2799

- Heavy duty 12 gauge steel cabinet.
- Tempered glass for safety and better visibility.
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- Unit is on wheels.
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2011 Annual Convention and Educational Symposium

The Wrap-Up:

This year's convention in Vancouver, Washington was a blend of education, business, networking with peers, meeting new friends... plus a lot of fun was added into the mix. In case you missed it, here's an overview of the events and the people who made this event in the greater Portland, Oregon area so successful.

A Big "Thank You" Goes To: Jaeger-LeCoultre

For the ELM Charitable Trust Fundraising Dinner

Rolex USA

For the Rolex ELM Charitable Trust Awards Dinner

Totally Worth It

For the Grand Prize of Tourbillon Cufflinks

Bergeon SA

For Airport Transportation and Parking

Swatch Group

For Providing Event Transportation

Crest Graphics, Cincinnati, Ohio
-and-

Simon Golub & Sons, Portland, Oregon
For providing the *HT* Magazine Posters

Education

There were three watchmaker and three clockmaker one-hour courses offered during the convention. Each course was offered twice so people had plenty of opportunity to participate during the busy convention schedule. CEUs were offered to anyone attending all three courses in their specialty. We want to thank our six exceptional presenters who gave these fascinating, insightful sessions.

This year, we also offered a series of Best Practices business sessions that were well attended. These included presentations on business operations, AWCI's new marketing services to members, and how to use new technology to advance your business.



Joe Schrader presents watchmaker education. Participants in courses could earn CEUs.

Clockmaker Education:

Repairing Fusee Clocks - Robert Ockenden, CMC

Adjusting Clock Escapements - Jerry Faier, CMC21

In-Home Clock Repairs - Michael Gainey, CC21

Watchmaker Education:

Top 6 Techniques for the 21st Century Watchmaker -

Tom Schomaker, CMW21

How to Locate Parts and Technical Information - Joe Schrader, CMW21

Identifying Fake Luxury Watches - Charles Cleves, CMW21

Business

There were plenty of opportunities to conduct business, from formal sessions to informal conversations. The main business event was our two-day Vendor Fair. At the Vendor Fair there were demonstrations and one-on-one time to examine equipment, tools, parts and services. It was a good place to discuss your business needs and



Rick Foster of Cas-Ker and Jim Lubic, AWCI, prepare for the Vendor Fair.

2011 annual convention and educational symposium



Attending IAB members (from left to right): Heinz Leuenberger, Herman Mayer, Peter Foster, John Sokol, Mark Butterworth, Gary Borel, Terry Kurdzionak, Paul Borel, Rick Foster and Henry Kessler.

get your questions answered directly by the specialists. The best part was that so many of the major industry suppliers were all in one place at one time.

2011 Vendor Fair Featured:

- AWCI
- Butterworth Clocks
- Bergeon Tools
- Cas-ker Co.
- Eckcells
- Electronic Instrument Service
- GemOro
- Jules Borel & Co.
- Renata Batteries
- Siriani & Assoc. Shipping

Board of Directors and Other Meetings

The convention is one of the two times during the year that AWCI conducts on-site Board meetings. We also have many other governance meetings, such as the Industry Advisory Board (IAB), the Education Committee and the Affiliate Chapter meetings. Our Board meetings are open to all members—your participation, ideas and comments are invaluable to the organization during these meetings. The annual



Outgoing president, Mark Butterworth, presides over a board meeting where members are invited to participate.

convention Board meeting is also exciting because that's the time we announce our newly-elected Board members.

Networking

There's nothing that can replace first-hand conversations with your peers. You'd be surprised how much you can learn from others in your industry. You can trade ideas, learn new techniques, find new resources, and perhaps best of all, make new friends who have similar interests to your own.



Kris and Chris Amen of SwissTech attending the Rolex ELM Charitable Trust awards dinner which capped off the convention.

SwissTech Makes Business-Building Contacts at Convention

Kris Amen, co-owner of SwissTech, will tell you exactly why her company goes to AWCI conventions. Kris, who handles marketing and financials for their watch repair business in Memphis, made a valuable contact during a casual conversation at the 2010 convention. About a month after the convention, the contact called Kris and her husband, Chris Amen, a CW21 and the watchmaker for the business. They ended up getting significant work from this source, and within a year had doubled their business. This was a significant step after recently going independent.

"I will always attend the AWCI convention whenever I can. I learn so much, both from the presentations and from networking," says Kris. "Another thing we think about is future growth and succession planning. If we need another watchmaker to help us grow the business, I now know who I'd contact. The first people I'd call would be the young, active CW21's I've met at AWCI conventions."

The SwissTech team of "Kris and Chris" are already planning their trip to Denver in 2012.

2011 annual convention and educational symposium

Events

The weather in the Vancouver, Washington area was absolutely perfect...mid-70s and sunny every day. Across from the hotel was a city park that featured different events each day. These included an antique car show, evening concerts and a farmers market with locally-grown produce and spectacular local flowers. And everywhere you looked you were surrounded by beautiful vistas with some of the tallest stands of fir trees in the nation, topped by the stunning snow-covered peaks of Mt. Hood and Mt. Rainier. It was an exceptional convention-vacation setting.



There were community events daily on the square at the Verdin bell tower in front of the hotel. The weather was picture perfect!

Many members made this convention into both a business trip and a family vacation. Stellar Meetings entertained members' guests and spouses with a slate of "Plus One" events around the Portland area. Many members stayed several additional days to take advantage of all the region had to offer, from the city life of Portland to the great outdoors in the Pacific Northwest.

Additionally, the Hilton hotel that hosted our event couldn't have been better. It was fairly new, beautifully appointed, and



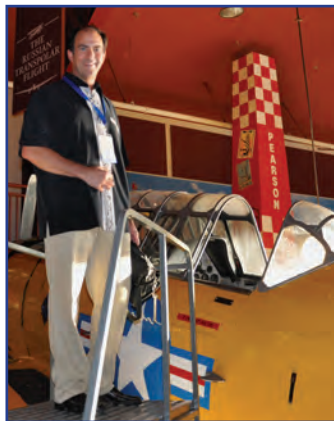
Many vacationed afterwards throughout the Great Northwest in places like Mt. St. Helens and the Columbia River Gorge.

the staff was exceptionally gracious and helpful. Once again, our meeting planner, Stellar Meetings, found us an exceptional venue that was also very affordable. Thanks to one of our sponsors, Bergeon, participants were provided with free transportation to and from the airport, and there was free parking for those who drove.

Friday night's ELM Charitable Trust Fundraising Dinner, sponsored by Jaeger-LeCoultre, was held at the Pearson Air Museum. It's one of the oldest airfields in the nation and featured many different historic airplanes and flight memorabilia. Just wandering among the different displays, talking with other AWCI members, and enjoying the impromptu magic tricks performed by Jim Door added up to a great evening. We want to thank Swatch Group for providing transportation to and from the air museum event.



The ELM Charitable Trust Dinner, sponsored by Jaeger-LeCoultre, at the Pearson Air Museum.



Henry Kessler of Sy Kessler Sales checking out the historic aircraft.



John Sokol, Richemont, speaks at the Jaeger-LeCoultre sponsored dinner event.

2011 annual convention and educational symposium



(From left to right) Paul Borel of Jules Borel & Co., Gerard Meulensteen of Bergeon and Tom Schomaker, AWCI.

the willing (and a few of the unwilling) to get their photos taken for these posters. We had a set that could be changed from a watchmaker “shop” to a clockmaker “shop” in just a couple of steps. During each photo session, participants were able to choose their best shot and see it instantly input into the magazine cover on the photographer’s computer. A 9” x 12” poster was later printed and mailed to each participant for display in their shop. We thank Simon Golub & Sons and Crest Graphics for making this event possible.

The event wrapped up Sunday morning with our first-ever Swap Meet.



The election of our new President, Doug Thompson, was announced at the convention.



Brad Wellman wins the grand prize of tourbillon cufflinks from Totally Worth It.



One fun event was getting pictures taken for a poster on the cover of the *HT*. Thomas Chase and Bob Brending were among the many participating.



Jack Kurdzionak watches a “this is your life” video as he receives the 2011 Fellow Award.

Toastmistress, Terry Kurdzionak, made Saturday night’s Rolex ELM Trust Charitable Trust Awards Dinner a lively affair. Very few were spared when it came to her ribbing and humorous dialogue. And the highlight of the night was the presentation of the 2011 AWCI Fellow Award, given this

year to Jack Kurdzionak in recognition for his many years of untiring service to AWCI. Additionally, Brad Wellman won the grand prize drawing of a pair of gold tourbillon cufflinks from Totally Worth It.

Perhaps one of the most unique events this year was the photo session for the free *HT* magazine covers. Amy Dunn, our Marketing Director, rounded up all

Our Upcoming 2012 Convention in Denver, Colorado

Mark your calendars for next year’s convention in Denver, Colorado from August 1st - 5th. You’ll find our slate of programs is getting even bigger and better every year!

With the 2012 meeting in Denver, you may also want to consider making this a business-vacation combination (the business portion of your trip can sometimes be tax deductible). Plus, you’ll be right there in the heart of the Rockies where the vacation possibilities are practically endless.

See you in Denver!



BY MICHAEL GAINNEY, CC21

“What’s In It for Me?”

Excerpts of a Speech by Michael Gainey at Convention Awards Banquet

As chairman of the Honor Awards Committee it is my pleasure to recognize those members who have given generously of their time and service to AWCI.

Before [recognizing these members], I would like to respond to a question I’ve been asked many times. This question surprisingly comes from both members and non-members, alike. The question is, “*What value do I receive from the membership dues I pay?*” I could answer that question by informing a person about our fine trade magazine, or how they can get discounts on shipping, or even special access to our private technical forums and more. As fine as all those benefits are, for many people, they may not add up to a satisfying return on investment. Instead of offering those answers, I am going to respond in a more meaningful way. In doing so, I am about to reveal the secret to getting a significant return on your membership dues.

The secret answer to, “What’s in it for me?” is that you will *get as much out of this organization as you are willing to put in*. This is true because AWCI, for the most part, is a volunteer-based organization.

I won’t bore you with the specifics of my story, many of you already know it, but I pay the same exact same dues everyone else does and I have personally received a benefit that greatly exceeds the dues I have paid ... Why is this true for me but not for others? I have received much because I have given much. It is certainly true that there are many people who have given far more than I, but the result of my efforts within various committees, the challenges of serving on the Board of Directors, as well as attending conventions and educational seminars, have resulted in a great deal of personal growth—as a man, as a business owner and as a professional clockmaker.

I have grown as a man because I have taken on specific responsibilities and followed through on them to the best of my abilities. At times, this has involved the challenges of debate, compromise, organization and the willingness to voice my thoughts in spite of perceived opposition.

Amazingly, I have found myself teaching several times in the presence of two people I consider to be my mentors. Talk about pressure! In these types of situations you are either going to pass out, find yourself standing in a puddle or experience some personal growth.

I have grown as a businessman to such an extent that I have learned to present myself with confidence in a unique and respected field, asking my customers to pay me a professional fee for a professional service.

I have grown as a professional clockmaker by associating myself with others in my field. Through networking, I have found a good place among my peers. Although I would never claim to be the best, I am confident that my skills stack up respectably with

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2011 annual convention and educational symposium



Presentation by Michael Gainey to outgoing Affiliate Chapter Chair, Glenn Gardner. Other outgoing directors recognized included Roland Iverson, Henry Kessler and Mark Butterworth as outgoing president.

other full-time practitioners. This viewpoint does not allow me to remain idle. AWCI helps drive me to learn more, to become more efficient, to expand my

base of knowledge, to want to provide more durable repairs and develop new skills.

In a meeting on Thursday, we discussed the concept of mentoring. The focus was on those who were more established at teaching new professionals and nurturing their development. Please keep in mind this does not mean that those like myself, with over thirty years of experience, cannot ourselves, also have mentors. Through AWCI, I have found several very fine individuals who I can go to for advice and help in time of need.

Back to that original question, *“What’s in it for me?”* If anyone has ever asked you or if you have asked yourself or others the same question about AWCI, I hope you will agree with me and/or be prepared to give the same answer that I just gave. If you are not receiving the same benefits I have, then I must ask you, *“What are you giving?”*

have ideas for growing our affiliate chapters?

BY WES GRAU, AFFILIATE CHAPTER DIRECTOR, CMW21

After my appointment as AWCI’s Affiliate Chapter Chair, I have been reviewing my own understanding regarding the purpose of the Affiliate Chapter. I found others may be unsure of our function, so I set on a voyage to discover the original purpose of the AWCI Affiliate Chapter.

This morning I opened up the 1981 yearly volume on my book shelf to rediscover all the activities of past AWCI Affiliate Chapters. There was the occasional reporting of chapters, along with many ideas on how to improve membership and participation at the local level. Among all that, it was interesting to find a dissertation regarding the plight of the young watchmaker, admonishing the seasoned watchmaker to reach out to the young learner.

There are many similarities between problems that exist today and those that existed in the past. One of the current issues which haunt our trade is the decline of the “Mom and Pop” retailers. When I entered this trade, much of the work I did was for owners, who were trained as watchmakers and jewelers. Today, we are faced with more competition from larger retail businesses. Many store owners and managers have not been trained at the bench and, therefore,

have a different philosophy of service than their predecessors. In addition, there is a much smaller pool of professional watchmakers from which to draw.

I know watchmakers who would like to start an affiliate chapter, but the available watchmakers are spread throughout a large area and it’s difficult to bring them together on a regular basis. This is the reason theme chapters, such as “The Chronometer Club,” have grown in popularity. They allow more involvement from a distance. There are an increasing amount of watchmakers who work in the industry and have no perceived need for a social group centered on their career choice. So the local guilds or affiliate chapters struggle to retain their membership. They may work for a luxury dealer or a brand-specific service center, and their whole culture is contained in their place of employment. This is a problem for the industry and could affect our future. I believe that, for a trade to survive there must be an exchange of knowledge and experience with the next generation.

In the upcoming months, I would like you to contact me with your ideas for how we can initiate new affiliate chapter involvement. Contact me at: wgrau@awci.com or 866-367-2924.

Taking Smart Risks Produces Growth

Growing the Business at Cleves and Lonnemann Jewelers

Charlie Cleves will be the first to admit that he's a risk-taker, and that he comes from a long line of risk-takers. Charlie's business was started by his grandfather, Edgar Cleves Sr., along with Joe Lonnemann during the Depression. Edgar Cleves was a jewelry and clock repairman and Lonnemann was a watchmaker for a large company. Both had been laid off due to the Depression. Just when they figured things couldn't get any worse, they took a chance and opened their own store in Bellevue, Kentucky. The store's business took off and grew through several generations of the Cleves family.

In 1989 Charlie and his wife, Mary Lynn, bought the store from the family. Just as his grandfather took



The Cleves and Lonnemann shop in Bellevue, Kentucky.

a risk in tough economic times, so did Charlie and Mary Lynn Cleves when they decided to change the way they were doing business. At that time, the store was performing quite a bit of difficult sub-contracting work for other jewelers. They felt as if they were not being recognized for their expertise.

"Finally we told ourselves, 'We're not charging enough and we're getting no credit for our work,'" said Cleves. "We have to change the way we do things." So Charlie and Mary Lynn sat down and made a list of things they wanted to change. They knew remodeling the store had to be first on the list. Enhancing their luxury watch business came next.

Old Becomes New Again

The first thing they did was remodel the interior of the store. The challenge was to upgrade technology while preserving its historic charm. They installed a dramatic replica of an historic ceiling treatment and continued to remodel the rest of the store.

The plan was to bring an upscale image to the business. Cleves put in several new floor showcases to modernize the functionality. "Next, we reconfigured the workroom to meet industry standards," Cleves said. Lamps hanging from the ceiling were taken down. All walls were made white, floor seams were welded, open bookshelves were eliminated and many other corrections were made.

Equipment Upgrades

Installing the proper equipment with updated technology was key to their efficiency and helped spur growth. The company already had good basic equipment and began to add more to improve their facility. A new timing machine suggested by a luxury watch brand proved to be a good investment. "The investment in this one machine saved us a significant amount of time and enabled us to increase the number of jobs we could handle," Cleves commented.

They also moved the polishing machine and installed a separate air handling system in the polishing room to control dust. Every little thing they did improved the business. What Cleves didn't realize at first was how much these improvements would help his business overall. "The changes we made to meet current industry standards turned out to be the best thing we ever did for business growth," Cleves added.

taking smart risks produces growth

Promoting the New Image

That year, Cleves also discontinued their sub-contracting work for jewelers, which was a major business move. To replace that business, Cleves decided to try television advertising. It was 2003 and he contacted the local cable television company to discuss a media plan. They began by running \$2,000 in advertising for the Christmas season only. Their business spiked. The next year, Cleves increased the Christmas advertising budget to \$3,000. "Everything went up," he said. "Recognition went up. Our image improved. Our business grew. The TV commercials really worked for us."



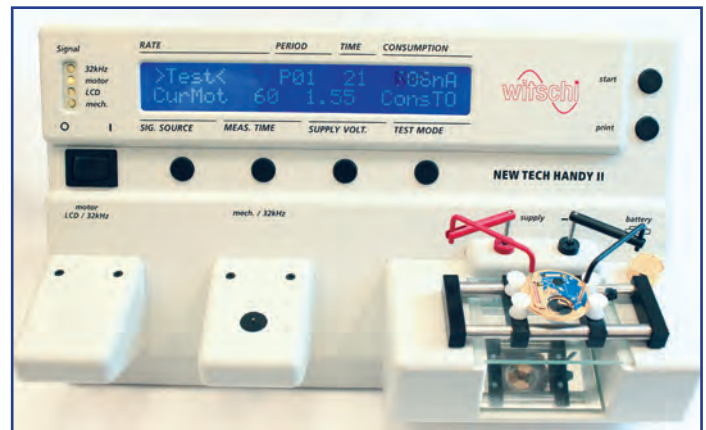
Cleves and Lonnemann also perform jewelry repair.

The local cable company then proposed a deal for Cleves to try \$1,000 of commercials per month for a year. The cable company offered to tear up the contract any time Cleves felt it wasn't worth it. After about four months of running steady cable TV commercials, Cleves saw another uptick in business.

After committing to steady cable television advertising, Cleves and Lonnemann Jewelers showed an increase of about 15% in overall revenue. Year two of the TV campaign resulted in an additional increase of 20% over the first year. In the third year, business went up 50%.

Growth seemed to occur at every turn. Cleves doubled the amount for the fourth year. Once again, the business grew and increased another 50% over the previous year. Sold by four years of growth, Cleves upped the ante to \$3,000 a month in television commercial advertising.

Five years had passed since Cleves first took a risk and invested in television commercials. They had also



Shop equipment for testing the accuracy, current and components on quartz watches.

dramatically changed the way they do business in many other areas. But the risk-taker in Charlie Cleves was not done yet. Despite measurable business growth and successful commercials on cable TV, he made another change. "We switched to a major network channel the following year and increased their television budget slightly." They saw business go up again. And now— in August 2011—they've surpassed 2010's year-end figures.

Cleves & Lonnemann Jewelers

- *Cincinnati Business Courier* "Fast 55" Finalists, November 2009
- Northern Kentucky Chamber of Commerce "Emerging 30" Award winner, October 2007 and October 2009
- Northern Kentucky Chamber of Commerce Small Business "SUCCESS" Award winner, June 2007

Controlling the Growth

Television advertising was so effective that Cleves had to scale back. "We became so busy, we cut off all TV commercials after last Christmas," he said. The shop was taking in more than the staff of six full-time employees could handle. But despite his effort to control growth, business continued to increase.

Charlie works nearly every night. "I work on watches at night when it's quiet," he says. If the phone rings he ignores it to concentrate on his backlog. Still, he

taking smart risks produces growth



Equipment to measure the accuracy, amplitude and beat of mechanical watches.

believes he will resume the TV ad schedule at Christmastime in 2012.

Currently, Cleves and Lonnemann Jewelers has restricted their business to walk-in customers only. They do not solicit work on their website and do not accept work by mail. Several customers, in fact, have driven hundreds of miles to get to the Cleves and Lonnemann store to discuss their repair needs in person.

The obvious answer to handle the workload is to add more staff and another bench, but according to Charlie, it's not that easy. "There's no more room. We're locked up." Finding trained people is another challenge. Over the last dozen years, he's hired and trained four different people. Once they learn just enough to get by, they sometimes leave for another shop or to start their own business. However, Cleves and Lonnemann Jewelers has considered purchasing the building next door to create more room, but discussions have not yet concluded.

Education

Education was always important in the Cleves family. Charlie took an accelerated college program that enabled him to graduate college with a math degree at the age of 19. It was a chance meeting with the owner of an antique clock collection that launched his interest in the business. Even while working to build the store, Cleves took courses in watchmaking, diamond setting, gemology and the goldsmith trade.

Three years ago, Charlie earned his CMW21. "In hindsight, I realize certification is really important," Cleves reflects, "I should have done it sooner." Today, his son Michael, the fourth generation of Cleves, is working toward his certification.

Many good things seem to be happening since Cleves added certifications, remodeled the store, modernized the equipment and began TV advertising. Today, they can sell \$50,000 engagement rings because they've earned that kind of business over the years.

"You've got to keep pushing the envelope or you don't get anywhere," Cleves says, "so I've been willing to try a lot of things."

Charles Cleves, Cleves and Lonnemann Jewelers.

The Addition of the Gold and Silver Trade

Like many watch and jewelry shops today, Cleves buys gold and silver. The network television station which Cleves and Lonnemann Jewelers has worked with in the pasts wanted to do a news report about the best way to sell gold and silver. They asked Cleves if they could film at their shop. After the news report, customer traffic increased one-and-a-half times!

Charlie Cleves has seen things that work, and things that don't. If a business concept doesn't work he tries something else. "You've got to keep pushing the envelope or you don't get anywhere," he says, "so I've been willing to try a lot of things." When customers walk into Cleves and Lonnemann Jewelers today, they'll find a broad range of high-quality services and products. What they'll really find, however, is a vibrant watch repair and jewelry business with dedicated employees alongside the Ohio River in Northern Kentucky. ♦

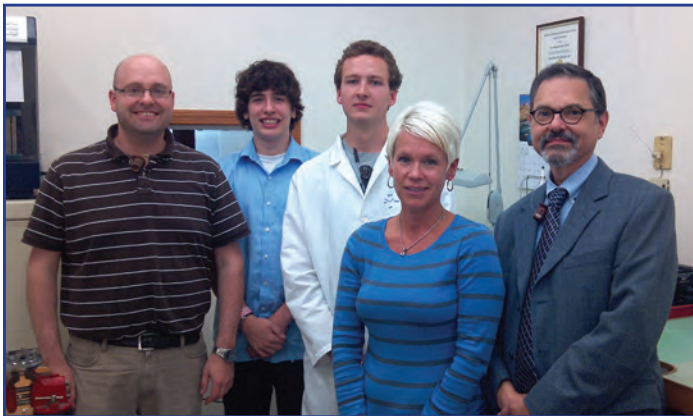


Charlie Cleves at his workbench.

Opportunity Knocked

The Watchmaker Expands into Heart Rate Monitor Repair

David Kurdzionak, owner of The Watchmaker in Stoneham, Massachusetts, was presented with a unique opportunity last spring. The service manager for Polar training computers, Matti Rinta-Tuuri, was in town for the Boston Marathon. During a visit to the shop, he asked The Watchmaker to become an authorized Polar service center for the Boston area. “I’m hesitant to say no to any opportunity,” Kurdzionak said. “We said yes, and got down to the business of learning a new type of repair.”



Staff at The Watchmaker, from left to right: David Kurdzionak, Max Mallowney, Connor Barry, Kelly Janko and Bob Weiner.

The visit from the Polar service manager was no accident. It turned out he was an AWCI member who had been reading Jack Kurdzionak’s *From The Workshop* articles in *Horological Times* for years. (Jack is David’s father.) It was that connection that led him directly to David’s shop. Polar already had five other authorized service centers around the United States. “For years, Polar was interested in opening one more service center for the Northeast,” explained David Kurdzionak. “When one of my father’s articles mentioned the store was in Boston, it clicked with the people at Polar.”

Polar, based in Finland, is a major player in the fitness world. Their training computers (often called “heart rate monitors”) are used by nearly everyone who is serious about training and fitness. At the core, a Polar training computer offers guidance based on heart rate, but it doesn’t end there. Other training data, such as speed, cadence, GPS, and power, is used to make the training guidance highly individualized. They’re also applicable for many different uses, from measuring heart rates for people—and even racing horses. Providing basic repairs and batteries for Polar training computers has meant several hundred additional units per month for the service business at The Watchmaker.

Growing Pains for an Already Busy Shop

David Kurdzionak has been in the watch repair business for 15 years. Before becoming the Boston-area service center for Polar, he already had a “very busy” shop. “To take on an additional 300 pieces per month sort-of taxes the system,” he said, “but we’re adapting.” He added three local high school students

to help manage administration of the Polar service. “As a watchmaker, I would never have thought of hiring high school students,” said Kurdzionak, “however, it’s not traditional watch repair.” In fact, while he believes it takes five years just to achieve competency in watch repair, two weeks of training is sufficient to learn the basics needed to solve heart rate monitor problems.



The Watchmaker shop in Stoneham, Massachusetts.

The new service offering has been beneficial in numerous ways. Many people who don’t normally come into a watch repair shop are now visiting their Main Street location. “It’s creating a lot more foot traffic. People who may not even wear a watch may suddenly be buying something out of our showcase,” Kurdzionak said. “I’ve never been busier. All too often people say this industry is done. Kids don’t wear watches anymore. They’re looking at cell phones all day. Yet, The Watchmaker is busier than ever! We’re confident that anyone in the industry who is offering high quality, competent repair will be fine in the long run,” he adds.



Connor Barry working on a Polar monitor (note the specialized electronic testing equipment on the bench).

Heart Rate Monitors Spur More Growth

It's not only Polar training computers that started coming into the shop. Once word got around, people started bringing in other heart rate monitor brands for repair, too. Although it's not what they were used to repairing, Kurdzionak says its working. "These new customers are not watch people, they're fitness people. This opens the door to new opportunities," he said. They're also seeing more than just an increase in walk-in traffic. The Watchmaker is adapting to a much higher volume of mail orders overall. Today, people are getting more accustomed to packaging up their valuables and sending them through couriers who offer insurance and tracking.

Growth Requires Integration and Efficiency

The Watchmaker has adapted by developing an integrated system in response to so many more mail orders. Credit card payments no longer have to be punched in—their credit card system is integrated and runs through Quick Books. Shipping processes have been streamlined and supply costs have been cut using the Priority Mail system which saves on packaging. With this system, the business can also print shipping labels right from their invoices. Using the new technology has made The Watchmaker's operations more efficient. "Shipping used to be a three or four-step process. Now it's done in just a couple of clicks," Kurdzionak says.

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expanding into heart rate monitor repair

Looking Toward the Future



Intern, Max Mullowney, performing a take-in procedure on the computer.

Adding heart rate monitor repair to an already thriving watch repair business has been a hit for The Watchmaker. The work has been time-consuming, but it has allowed Kurdzionak to give meaningful jobs and a vital on-the-job training to three bright high school kids. Still, it

hasn't taken the focus away from selling his service on the high-quality watch brands—that business is still going strong. He's found hope, however, for the future in hiring great local kids who just may take an interest in the watchmaking trade. "Connor Barry,

the young intern who is doing our Polar repairs, has really got the itch," said Kurdzionak. "He wants to take his earnings and buy his first automatic watch. It's that added enthusiasm that makes this new business even more worthwhile." This is a positive factor that points towards a healthy future in the world of watchmaking. ♦



A Polar Training Computer undergoing repair.

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BY JOHN CORMIER

WatchFacts™ Brings More Transparency to the Pre-Owned Watch Business

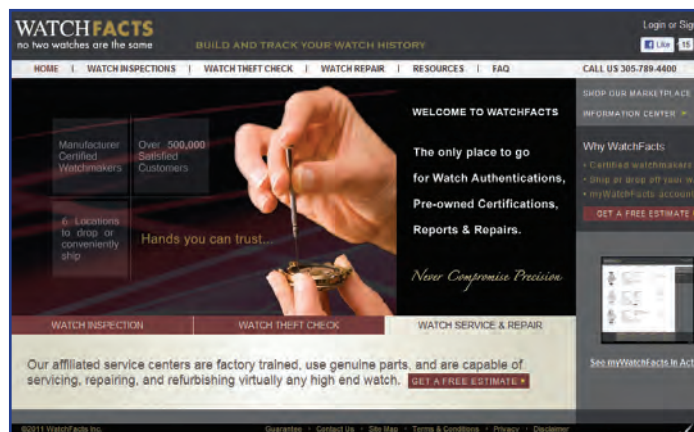
WatchFacts™ is an information technology company focused on authenticating pre-owned watches for the watch trade and service industries. WatchFacts has direct and indirect relationships with over 30,000 reporting organizations including 18,000 U.S. law enforcement agencies which enable us to verify if a watch has been reported as lost or stolen.

Every year, millions of counterfeit or cloned watches are sold to unsuspecting buyers. According to the Federation of the Swiss Watch Industry, over 40 million fake watches are made each year (compared to exports of almost 26 million authentic watches produced in 2007). These 40 million fake watches were estimated to have generated net profits of about one billion dollars. For many years, the industry has attempted to find a solution to combat this illegal activity.

Luxury watch manufacturers are aggressively seeking viable alternatives to protect the intellectual property of new watches and to eliminate or minimize cloning and counterfeit watch production; however, little attention has been given to existing pre-owned watches where styles vary insignificantly from year to year, and which are sold by unscrupulous retailers and private individuals.

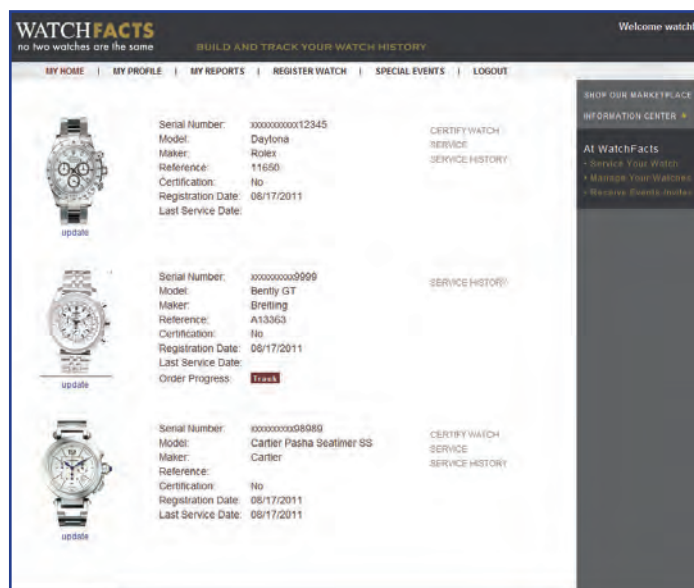
Other than cloned and counterfeit watches, additional concerns impacting buyers are watches with unknown histories. Potential buyers of pre-owned watches need to know if the stated service history is factual, and whether the watch they are considering has been stolen. Where car buyers have vehicle history reports to aid their purchase decisions, unsuspecting buyers of pre-owned watches currently have no tool to support their investment purchase—and

that's where WatchFacts can provide a valuable service through our new system of documentation. We have found the majority of watch buyers purchase watches with an unknown history of authenticity, ownership, service or theft.

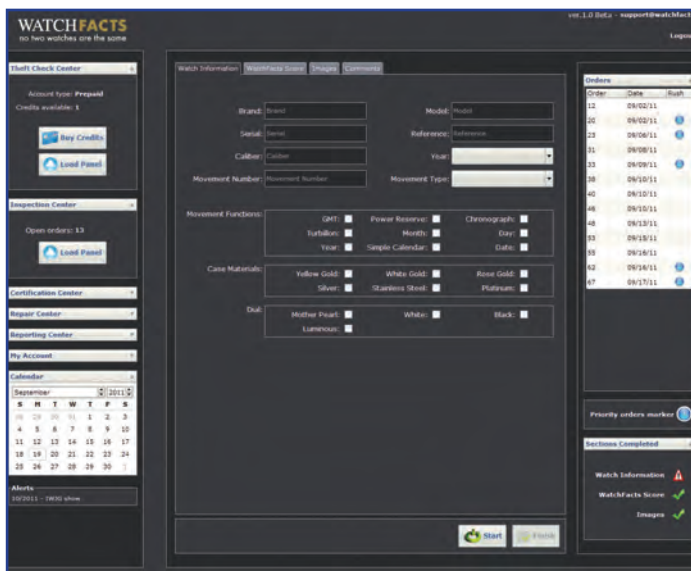


On the other hand, watch sellers are competing for the same buyer and some will do anything for a sale. WatchFacts products aid retailers by producing a fact-based report on the watch history. This helps differentiate the seller's products from their competitors. Our company's goal is to protect the buyer, who bears financial risk, while providing the seller—who desires to maximize financial gain—with tools to disclose the pedigree of a particular watch for sale.

"At WatchFacts, we believe all watches are created equal when purchased new, but no two pre-owned watches are the same when sold," said the company's founder, John Cormier, a former Wall Street



executive and watch collector. “Many pre-owned buyers believe what they are buying is authentic, that it operates as it should, and that it’s not stolen. In reality, many buyers later find that their purchased watch was previously reported as stolen, cloned to look like a more expensive watch, counterfeit, or doesn’t function properly.” According to Cormier, “We provide a seal of approval on timepieces for both the buyer and seller and provide peace of mind in what should be a simple process. We are the CAR-FAX of the watch industry.”



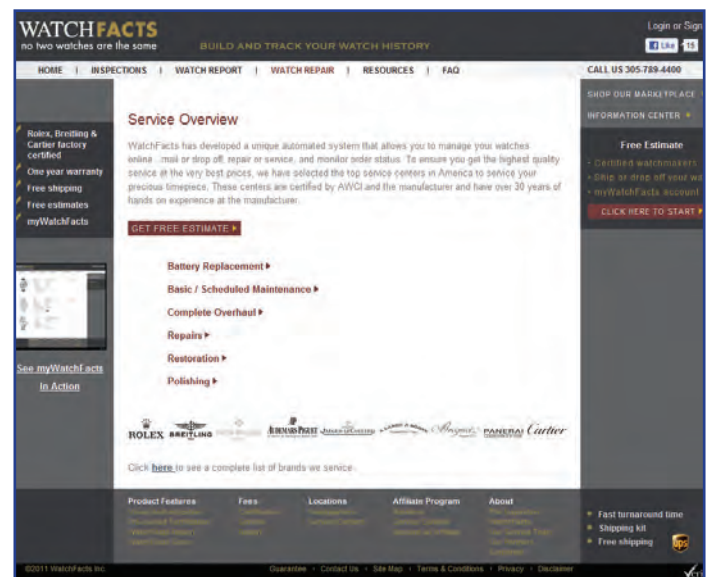
WatchFacts provides three distinct services to its clients: Inspections/Certifications, Watch History Reports and Watch Service and Repair.

- **Third Party Inspections and Transaction Assistance.** The WatchFacts system carefully and consistently validates a watch’s authenticity, condition, service and theft through either: (i) visual inspection and certification, the industry standard, or (ii) pre-owned certification. Pre-owned watch certifications go beyond the industry standard. These include watch service and a transferable warranty, similar to the automobile pre-owned certified program. WatchFacts also serves as a transaction intermediary where that collects funds from the buyer and inspects the watch on behalf of the seller. These services eliminate most of the risk of buying a pre-owned watch from an unknown retailer or seller.

- **History Report and Theft Check.** This is a background check of the watch in a quick and easy-to-understand format. Customers may choose between a report which includes a summary of the watch, service journal, ownership history and a report on theft, or a theft-only check.
- **Watch Service and Repair.** WatchFacts has an affiliate program where service centers must meet specified criteria for inspections and referral business. For non-affiliate WatchFacts service centers, WatchFacts offers complimentary easy-to-install service repair software.

The complimentary service and repair software provides the following benefits for its users and clients:

1. **Easy tracking of prior service orders.** The software facilitates reporting for customer service and accounting purposes.
2. **The use of technology.** All customer data is tracked in *MyWatchFacts*, the proprietary watch owner online dashboard that allows for initiating service requests, tracking orders and storing receipts and obtaining history reports.
3. **Improving or enhancing the repeat customer’s buying experience.** Through automatic service reminders and service discounts (like Groupon), we can aid in developing promotions. These are typically less expensive than other options, such as Groupon.





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Round	24.5 x 1.0	Blue Trim	\$ 9.00
Round	24.5 x 1.0	Gold Trim	\$ 9.00
Round	24.5 x 1.0	Silver Trim	\$ 9.00
Round	25.5 x 1.0	Black Trim	\$ 9.00
Round	25.5 x 1.0	Gold Trim	\$ 9.00
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Round	26.0 x 1.0	Black Trim	\$ 9.00
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Round	26.0 x 1.0	Gold Trim	\$ 9.00
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Round	32.0 x 1.0	Blue Trim	\$ 9.00
Round	32.0 x 1.0	Gold Trim	\$ 9.00
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Round	33.5 x 1.0	Black Trim	\$ 9.00
Round	33.5 x 1.0	Silver Trim	\$ 9.00
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WatchFacts is now offering our service center software free of charge for a limited time. Interested applicants for the affiliate program or users of the software should visit the WatchFacts website to apply, or contact our corporate sales office in Miami, Florida. We also have affiliate service centers in Miami, Tampa, and Sunny Isles, Florida and centers in Ohio and New York.

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BY JACK KURDZIONAK, CW21



Business Insights:

“Loose Lips Still Sink Ships”

This phrase came about as part of a World War II campaign to warn servicemen and other citizens to avoid careless talk concerning secure information that might be of use to the enemy. The rationale behind this particular slogan was that one should avoid speaking of ship movements, as this talk (if directed at, or overheard by covert enemy agents) might allow the enemy to intercept and destroy the ships.

The phrase “*loose lips sink ships*” still holds especially true as a warning to avoid careless talk in general in light of the revolution in communication that has taken place since the end of that war. Sixty years ago paper records could be destroyed, phone conversations were seldom recorded, and most forms of communication were far from instantaneous. Gradually since that time, although the pace has accelerated during the past two decades, communication in all forms has become virtually instantaneous. Yes, this can be beneficial in many ways, but it also has increased the possibility of collateral damage that can be caused by poorly considered writings or utterances.

We are all aware of some of the multitude of benefits we derive from instant communication, but aren't we just as aware of the dangers? Social media, the largest of which is Facebook, at this time, can be very useful sharing information and for advertising. Social media can be equally as dangerous if not used properly. One business owner recently shared this story with me:

This owner of a business needed an administrative assistant with data entry skills and good telephone etiquette to help in his office. He thought he would start with an advertisement in the local Craig's List Help Wanted section. Within a few days, he received a torrent of applications and resumes via e-mail and he was astounded with the quantity of personal in

formation he was able to glean from the initial e-mail contacts.

To start the hiring process, he decided to first use the web and social media and began with a Google search of the list of names. Immediately, several of the applicants' names turned up with outstanding arrest warrants. Of course, those applications were deleted immediately. Another was wanted by a police department for theft of services which yielded another easy deletion. Then, he turned to a Facebook search. Upon entering each name, a surprisingly high percentage of the applicants had Facebook accounts. Several of the applicants posted sexually suggestive photos of themselves, often accompanied by promiscuous offers that should not be seen by a potential employer. These people were removed from the list of possible hires.

He then proceeded to read some of their Facebook postings which included a lot of damaging information about their relationships with past and current employers. A few even used suggestive e-mail addresses that would give any potential employer pause before hiring them. The Craig's List posting did yield a few good candidates who displayed common sense and maturity in their online presence and they were called in for personal interviews.

A recent interview with a media expert broadcast on National Public Radio focused upon using social media responsibly. The interviewee made the following suggestions:

- A. Make sure your social media pages are “clean” before a job interview.
- B. Use common sense—remember that your web pages can be archived, and ask yourself: Do you really want that comment to be forever connected to you in cyberspace?
- C. Don't lie to your boss and then post evidence of your lying online.
- D. Don't use sexually explicit or potentially harassing language when talking about co-workers.
- E. Don't bad-mouth your company on a work computer or company-issued mobile phone.

My thought is that perhaps every social medium on the internet should post a Miranda-type warning such as, “You have the right to remain silent. Anything you say or do can and will be held against you.” This is

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BY JACK KURDZIONAK, CW21

especially true in a profession with a small number of members such as our watchmaking profession here in the U.S.

Carefully consider any information you release, personal or otherwise, especially when it can be potentially seen by anyone and everyone with a computer. Calvin Coolidge summed it up concisely when he said, "I have never been hurt by what I have not said." Do not allow a *loose lip to sink your ship*.

TECHNICAL INSIGHTS: NEW KID ON THE BLOCK—SELLITA

At AWCI's recent annual convention in Vancouver, Washington, I gave a PowerPoint presentation to the Chronometer Club affiliate chapter that focused upon movements made by the Sellita watch company.

Sellita began life after WW II as a manufacturer of mechanical watch components for several traditional Swiss movement companies. About ten years ago, they began manufacturing their own complete mechanical movements which are now found in many important Swiss watch brands such as Movado, Tag Heuer, Invicta and Oris.



Figure 1: The Sellita trademark.

Watchmakers who have not yet encountered the movement may ask, "What is a Sellita movement?" The simple answer is, it is a movement with the trademark interlocking hash marks above an SW followed by a caliber number as shown in the photo of a Sellita SW200 main plate (Figure 1).

Although many Sellita movements appear to be cloned from familiar ETA movements, do not be misled. They are not ETA movements. That being said, repair techniques for Sellita movements will be about the same as those recommended for the similar ETA movement. Visit the Sellita website www.sellita.ch for detailed technical guides and parts lists for all of their movements.

The most commonly encountered movement is the SW200 or its second generation, the SW200/1, which is fitted with upgraded automatic winding wheels. Sellita has redesigned the teeth of the ratchet wheel (0415.SW200), the ratchet wheel driving wheel (1482.SW200) and the reduction wheel (1481.SW200). See the associated pictures comparing the old and new tooth profiles (Figures 2 and 3).

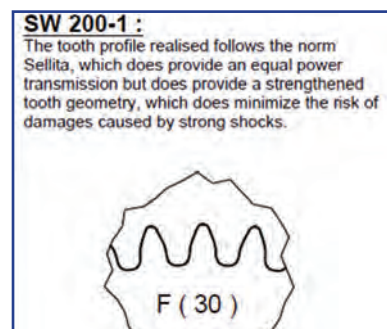


Figure 2: New tooth profile.

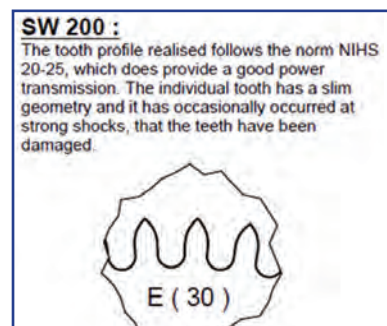


Figure 3: Old tooth profile.

The best way to determine if the watch has the old design wheels is to have a complete set of new wheels for comparison. When both old and new wheels are compared with a strong loupe, the difference is immediately visible to the watchmaker. (The manufacturer emphatically recommends replacing the old model wheels with the new design wheels every time the old wheels are encountered during service).

The second generation model, SW200/1, will not require new wheels as they were already fitted at the factory. Be sure to mark the standard new set of wheels with some sort of easily recognized markings so they can be positively identified in case they become mixed with the old wheels being examined. Although the factory does not recommend routine replacement of the reverser wheel set (part refs. 1488 & 1530), personally, I replace them when servicing the old generation SW200, along with the other auto-wind wheels as recommended above.

BY JACK KURDZIONAK, CW21

Watchmakers who service large numbers of the Sellita SW200 and SW200/1 sometimes find several other parts which need to be carefully examined during an overhaul. Check the teeth of the great wheel (part ref. 201/1). Some of these wheels have teeth that become pointed as they wear so their profile does not resemble that of a new wheel. See the photos of the great wheel (Figure 4), and if the old one is worn, simply replace it.



Figure 4: New and worn great wheel.

Check the inner race of the ball bearing (part ref. 1497). Occasionally, it develops a radial crack as shown in the photo (Figure 5). The ball bearing itself is friction fit to the rotor. Use your staking tool to remove the damaged ball bearing and replace it with a new one.

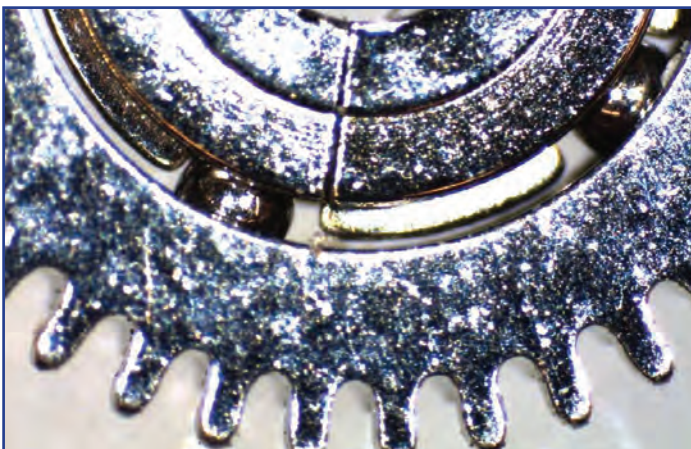


Figure 5: Ball bearing with crack.

Next, you need to read a simple clue sometimes found on the barrel bridge under the crown wheel (part ref 0430) as shown in the photo (Figure 6).

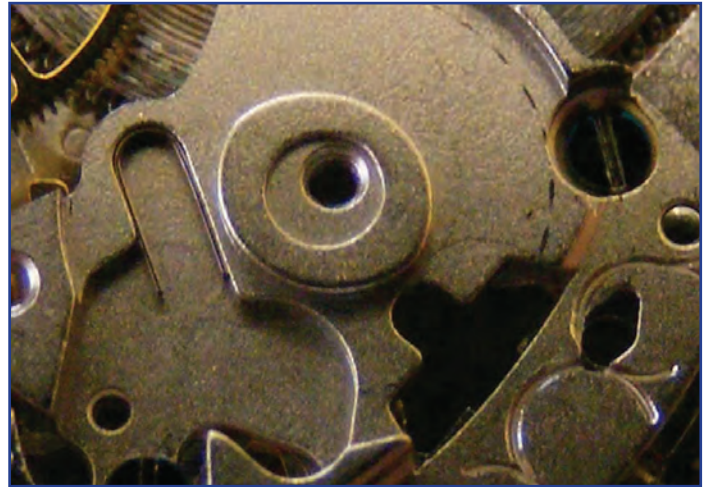


Figure 6: Scratch on barrel bridge.

Sometimes there will be a circular scratch on the bridge created by a burr on the crown wheel teeth. The bridge is not damaged structurally, but the shavings from the burr can foul the movement and the burr can interfere with the crown wheel functioning as a click. Replace the damaged crown wheel and check the winding pinion (part ref. 0410). It may also have burrs on its teeth that interact with the crown wheel.

Finally, sometimes the crown wheel wears out its supporting boss on the barrel bridge (part ref 0105), (See Figure 7). Just replace the bridge. All of the above parts are available and you do need to use genuine Sellita material in each case noted above. ETA material does not interchange with any of the above parts with the exception of the winding pinion. An ETA 2824-2 winding pinion will fit the Sellita SW200 and SW200-1 and vice versa. ♦



Figure 7: Worn crown wheel support.

Automatic Oiler Needle Repair

The Bergeon® 1A Automatic Oiler has been—and continues to be—the finest oiler, especially for capped jewels, in my opinion. Following Bergeon’s instructions, the precise amount of oil can be neatly applied.

I have been using this Bergeon oiler for forty years, and it has served me well when handled and adjusted properly. The adjustment for the applied amount of oil is simple. Just turn the eccentric screw. The correct amount of oil is metered by pulling back and releasing the post that is fastened to the needle. The fine pivoted needle enters the jewel and oil flows into it.

Figure 1 shows the Bergeon 1A Automatic Oiler, and Figure 2 depicts approximately 40 years of broken needles. Although the needles are durable, they are sensitive and they do break. The pivoted tip can sometimes be straightened if it accidentally becomes bent. However, it may break while attempting to straighten. It will surely break if the oiler is dropped on its tip. View A of Figure 2 shows needles that are damaged beyond tip repair. View B shows needles that have only the pivot tip broken.

I have reshaped the broken tips in the past for expediency with limited results. The needles were held in a collet with the unsupported smallest shoulder protruding, and then ground to shape. Many needles ended up in the View A group of Figure 2.



Figure 1: The Bergeon®1A Automatic Oiler.

A solution to this problem is to support the tip while grinding or turning the pivot. A balance jewel that fits the smallest shoulder is friction

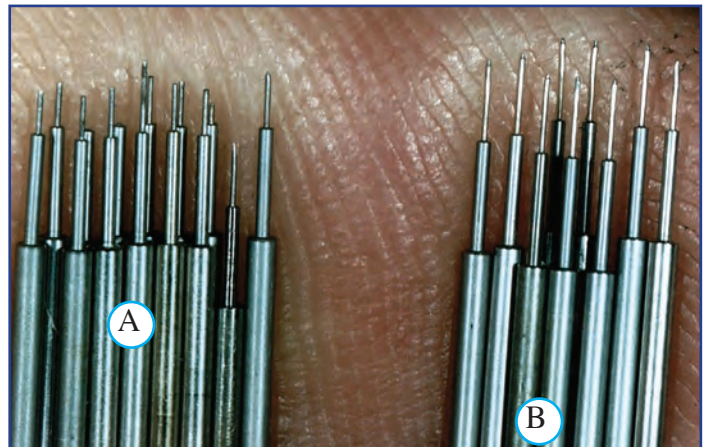


Figure 2: 40 years of damaged needles.

fit into a small brass tube or drilled rod, as demonstrated in Figure 3. The needle is held loosely by its shank in a collet. The tube and jewel are slipped over it and adjusted so that a small section protrudes, then everything is tightened in the collet.

A steady rest is brought to bear on the tube as shown in Figure 4. A wider view in Figure 5 shows the com-

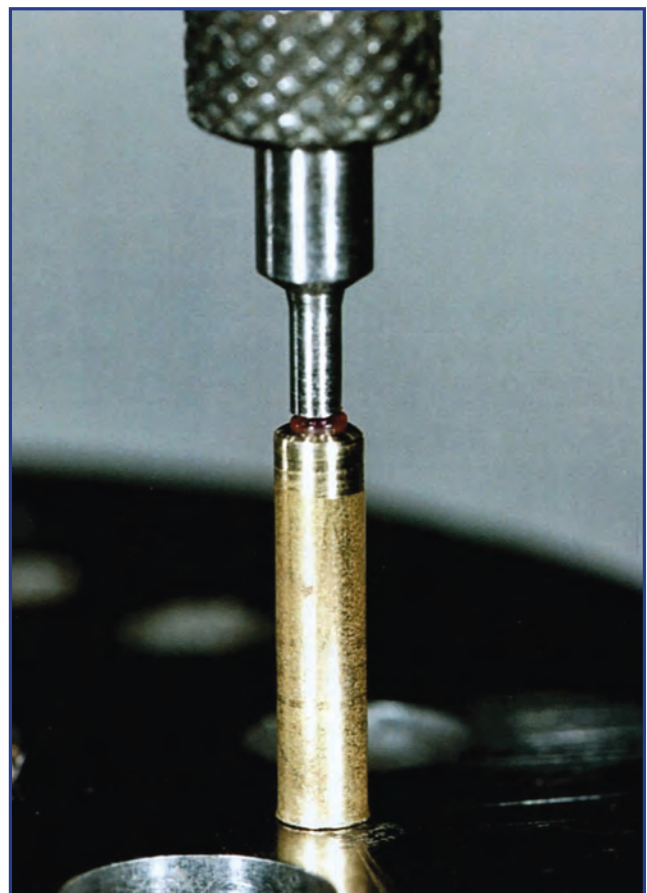


Figure 3: A balance jewel is frictioned into a brass tube.

automatic oiler needle repair

BY DALE LADUE, CMW21



Figure 4: A steady rest holding the protruding needle.



Figure 6: A diamond slip grinding the pivot into shape.

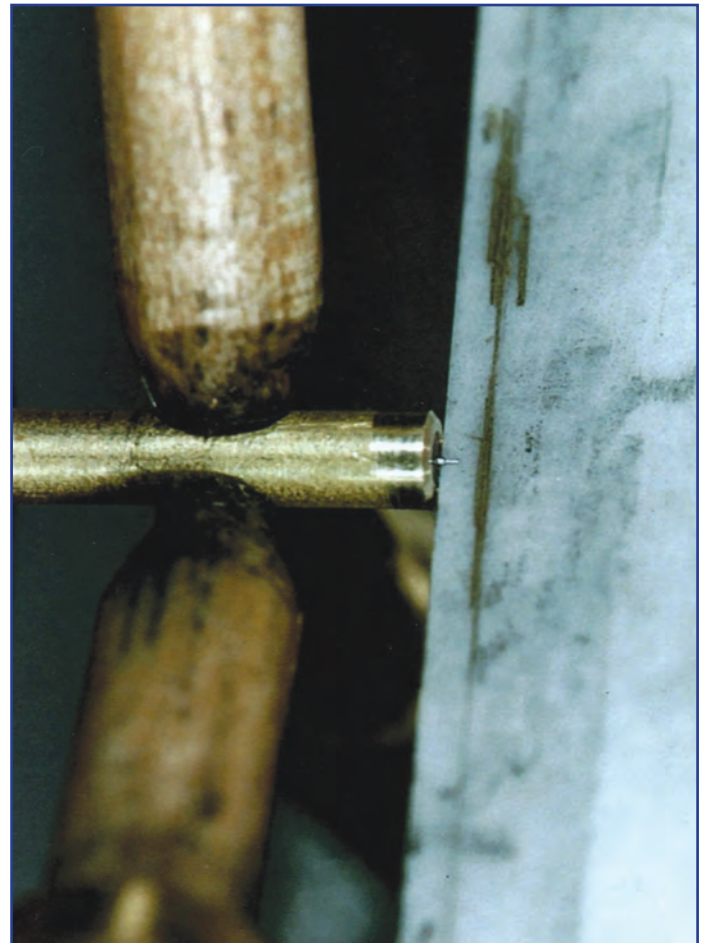


Figure 7: A ceramic slip is used to bring the tip to its final shape.



Figure 5: A wide view of the setup.

plete setup. Figures 6 and 7 indicate the pivot being shaped first with a diamond slip and then with a ceramic slip. Figure 8 shows the cone being turned.

The pivot should not be polished. A slightly rough surface will draw the oil down into the jewel. The finished needle pivot is shown in Figure 9. ♦

automatic oiler needle repair

BY DALE LADUE, CMW21



Figure 8: The cone can be turned with a graver.

Editor's Note: The purpose of this article is not to endorse regrinding the tips of an automatic oiler; rather, it is to demonstrate a technique that can be applied to many other jobs that might be encountered. This automatic oiler tip is just one example for how one might use this particular set-up on a lathe.

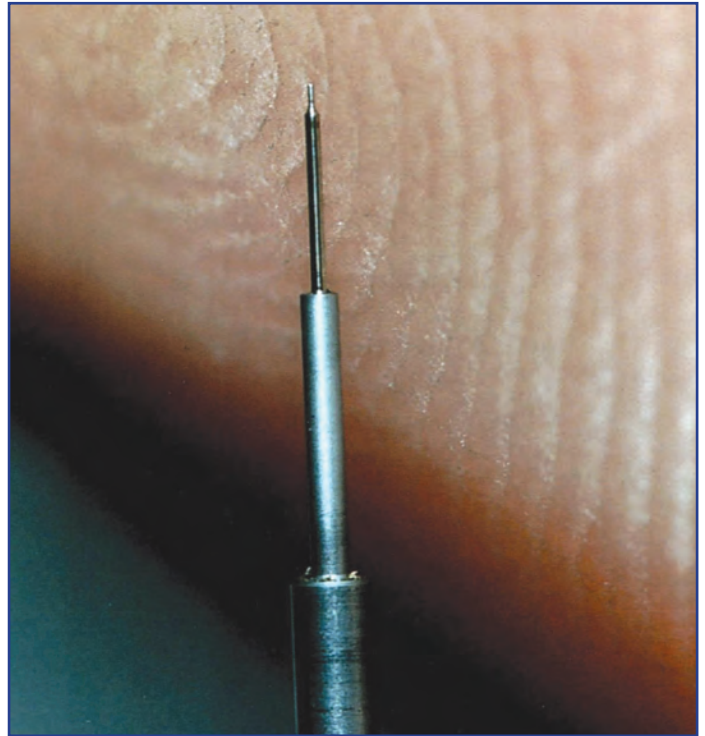


Figure 9: The new pivot-shaped tip.



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BY J.M. HUCKABEE, CMC, FAWI, FBHI

A New Pivot for the Escape Wheel

Reprinted From: The Top 300 Trade Secrets of a Master Clockmaker

The repivoting process will take up about 15-20 minutes of working time.

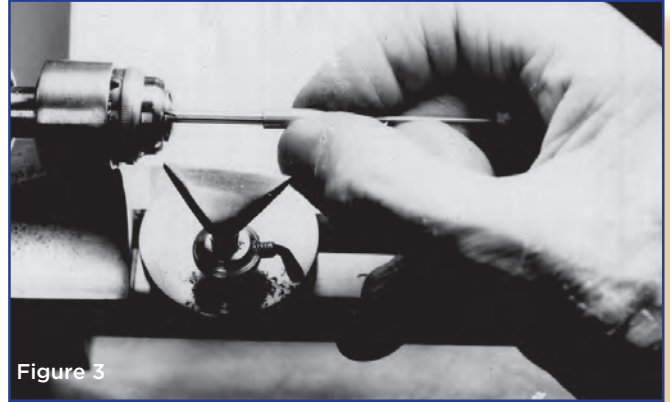


Figure 3

Figure 3

Our first step is to make a cup center that overhangs the lathe chuck by about 3/4 of an inch. A piece of 1/8 inch brass rod is used. Face the end, chamfer the edge, and locate center. That magic center locating tool is illustrated in use.

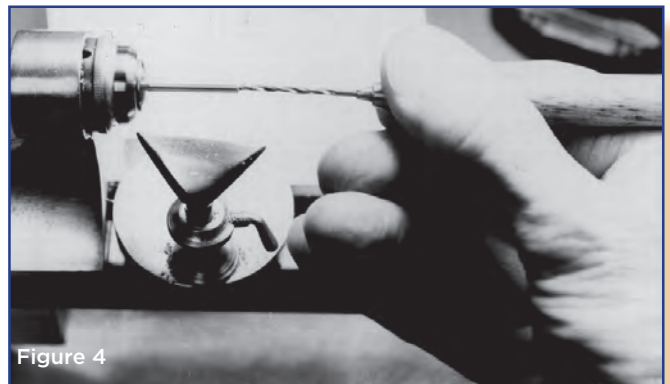


Figure 4

Figure 4

Continue by drilling a hole slightly larger than the escape wheel pivot. Then cut a cup center in the brass rod. The objective is to support the arbor on its shoulder, not on its pivot.



Figure 5



Figure 1

Figure 1

When inspecting the escape wheel pivot, I found it had rings of wear on its surface. This could be polished out if not too deeply scored. This pivot was within the range of redemption.

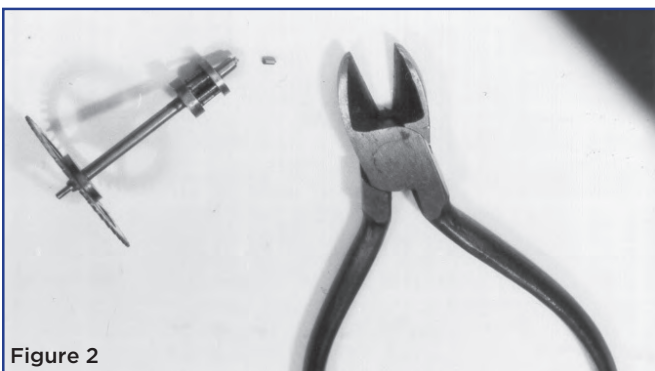


Figure 2

Figure 2

Our work needed an example of pivot replacement. So here is how to force the issue. Cut the pivot off!

BY J.M. HUCKABEE, CMC, FAWI, FBHI

Figure 5

Set up a steady rest and hold the wheel and arbor tightly leftward and wind a piece of masking tape around the arbor-center joint line. Leave a tape tail about an inch long and fold it over the wheel. This gives us the power drive coupling needed.

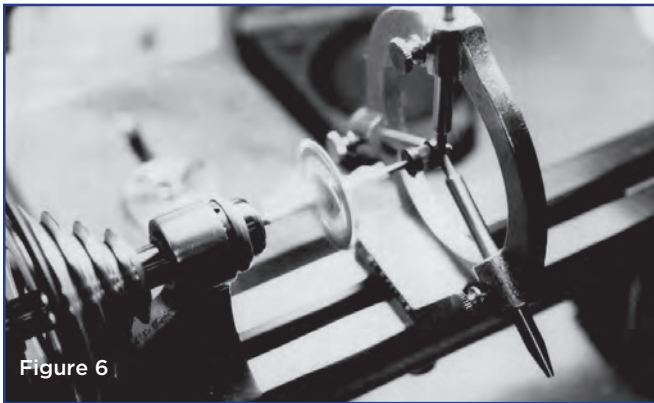


Figure 6

Figure 6

Power-up your setup. Adjust the steady rest support rods to near zero clearance and apply a drop of oil. This steady rest has 1/8 inch wood dowels inserted in its support rods. Observe where the rods are necked-down. This helps prevent scratch marks on the arbor.



Figure 7

Figure 7

Place a thin stone in a hand-held motor tool. With the lathe running, grind away the burr from the broken pivot. This surface will become the pivot and arbor shoulder. Also, just touch the cone on the arbor end. We will base our center hole location on that cone. Use the magic center locator to spot-drill the center starting hole. I repivot arbors with pre-finished spring wire. Drill bits are available in wire gauge sizes. Select a wire and drill bit of suitable size and also a bit one size smaller. Drill the arbor about five to six pivot diameters deep with the smaller bit. Now open

the hole diameter with the larger bit to about two diameters deep.

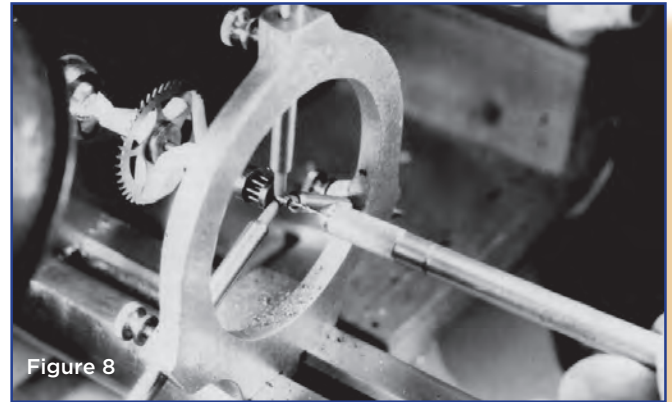


Figure 8

Figure 8

Continuing on to Figure 8, we have the bit in a hand-held pin vise, namely a hobby knife handle. Hold it lightly so that it can spin in your fingers in the event of a hang-up. The bit is prone to hang up during hole enlargement. Place a piece of spring wire in the lathe and grind a slight taper for about two diameters long. Cut the piece to about 1/2 inch long. Slip the new pivot in the arbor hole. The hole has a mouth diameter equal to pivot diameter, and an internal step that will lock onto the texture of your new pivot taper. Remove the arbor and hold it in a vise; tap the pivot into its hole tightly. It should not touch the hole bottom. Straighten the pivot with smooth jaw pliers; usually this is not necessary. Return to the lathe set-up.



Figure 9

Figure 9

Power up the arbor and motor tool. Grind the pivot to length and with a slight conical tip. Wipe the pivot surface with a little piece of abrasive pad while it is in motion. No other polishing is needed. That is one of the advantages of pre-finished material. I obtain

a new pivot for the escape wheel

BY J.M. HUCKABEE, CMC, FAWI, FBHI

this wire in 36-inch straight lengths from the hobby stores. It's commonly called music wire.

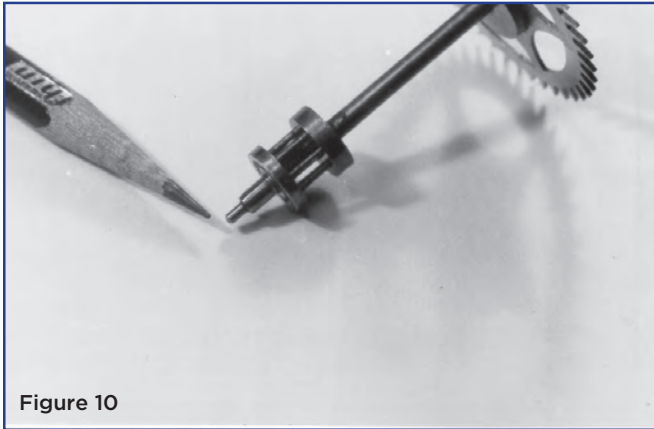


Figure 10

Here is how the new pivot looks. It is straight, runs true, it's hard with an excellent surface finish, and easy to achieve. Only the most critical inspection will reveal that it is not original to the arbor. Best of all, this can be accomplished in 15 minutes; 20 minutes maximum working time.



Figure 11

Figure 11

How sweet it is! Set the job between the plates and give it a spin with your fingers. While it spins, try turning the plates dial-up, dial-down, and other positions. This is a search for unforeseen frictional problems. It's easy to do! ♦

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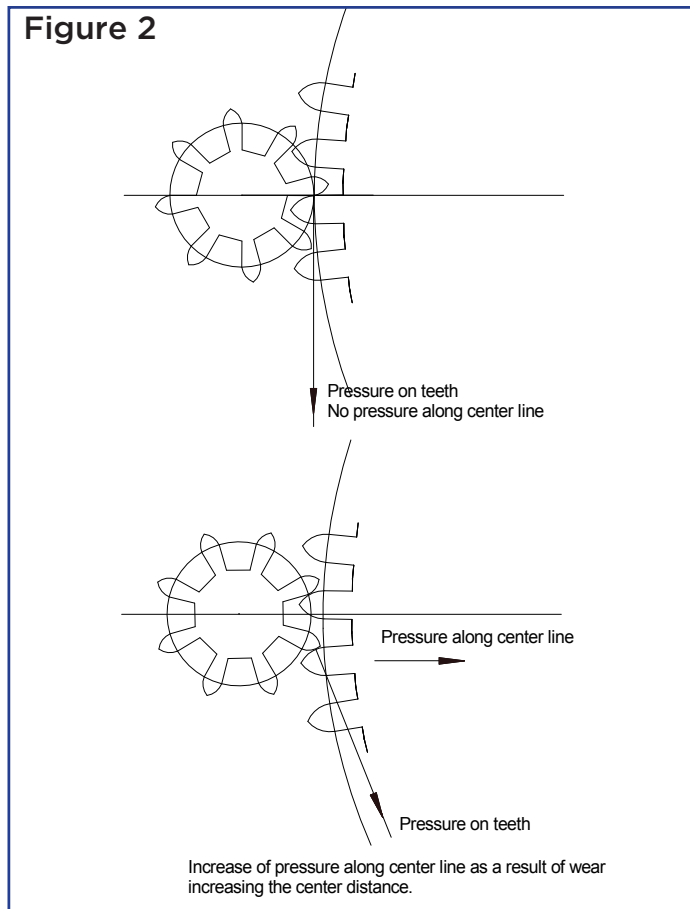
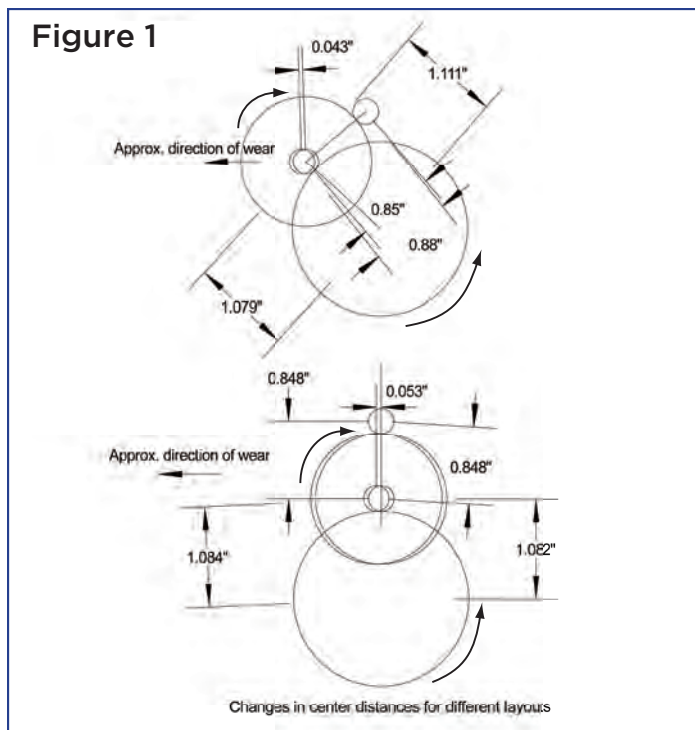


Layout for Reducing the Effects of Wear, Part 2

From a Series on Wear and Tear and Pivot Holes

Yes—It is possible to lay out the train so that the effects of wear in the pivot holes are lessened and, in an indirect way, wear itself is reduced! Let me explain this statement for the reader.

One result of wear on the pivot holes is that the pivot moves and the center distance between the gears is altered. This common layout results in an increase in the center distance and this, in turn, increases the pressure on the pivot, increasing the friction, the wear, and again, increasing the center distance. As I have said many times before in articles: Wear accelerates.



If the layout can be arranged so that wear does not increase the center distance, this acceleration is reduced considerably. The first drawing in Figure 1 illustrates increases in center distances due to wear. Figure 2 shows the effect of increasing the center distance and (in a crude manner), the reason that pressure on the pivot increases.

If the pivots are planted on a straight line (as seen in the second drawing in Figure 1), the center distance only changes minutely when the pivot holes wear slightly. The amounts are measured on the drawings. The second drawing indicates that, in this case, the center distance for the upper wheel and pinion did not alter (despite having a greater amount of wear than the first drawing). The lower center distance increased by 0.002". My indication of the direction of wear is not calculated mathematically. (Since we are dealing with domestic clocks, I have discounted gravity.)

The two major forces creating the pressure on the pivot are: 1. The driving force of the wheel acting on or close to the tangent at the point of contact be-

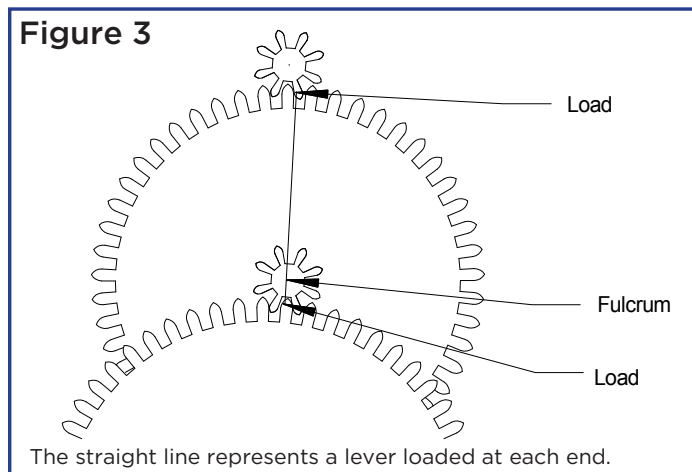
layout for reducing the effects of wear

BY LAURIE PENMAN

tween gear teeth, and 2. The force in the other direction from the pinion as it receives energy from the next wheel down in the train (Figure 3). The depth of the gears affects the direction of these two forces and, as a consequence, the direction in which wear takes place. The pivot is simply that: A pivot or fulcrum.

It is easiest to consider the train fully loaded but not able to move. The situation can be considered to be a simple lever. One end pushes against the upper pinion. The pivot lies between this point and the pinion (lower pinion) on the same arbor, which is being driven by the next wheel in the train.

Visualize the central wheel and pinion as revolving clockwise. The load is applied at the meshing point on that pinion and the pivot tries to move over (Figure 3). It is much the same as using a crowbar to move a heavy weight by pushing on the top end. This is the point at which a mathematical description becomes difficult.



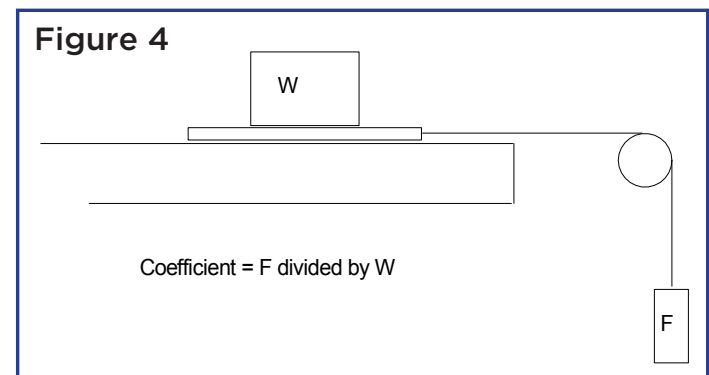
We only need an indication of the directions of forces involved, because when wear does take place, we can see it. The pivot hole center will have moved and the wear shows what direction it is taking. I really do not care what the force was; that is academic. The point is that it was sufficient enough to cause wear.

To sum this up: The wear on pivots is created by the forces developed at the meshing points of the gear teeth. If the direction of wear can be arranged so that the center distance remains almost unchanged, the rate of wear will not accelerate for a small amount of pivot displacement. Positioning the pivot holes close to a center line decreases the effects of wear.

The downside of this is that, if the clock continues to work with worn pivot holes, they will wear to a greater extent before the clock stops. Nevertheless, this will not affect the necessary bushing and it is less likely that the gears will rip free and damage the teeth.

Friction

Friction has two obvious effects in a clock. It creates wear and it reduces the energy transmitted to the pendulum or balance. If we describe friction as a force we can put it into a simple formula: Friction equals the force involved, multiplied by a 'coefficient of friction.' The usual illustration of this is shown in Figure 4. It is a sliding plate bearing a weight and drawn by a cord and a descending weight. This is one means of measuring the coefficient. By applying increasing weights to the draw cord until the weight on the slide begins to move, the coefficient can be calculated.



Suppose the weight is 10 kg and the descending weight on the draw cord is found to be 3 kg to start continuous movement. Coefficient of friction (C) = drawing load (F) divided by the load (W), (F is the load that overcomes the friction between the sliding plate and surface it slides on, and consequently, is equal to it.) $C = F/W; = 3/10 = 0.3$. The coefficients for different materials can be found in reference books. The effects of lubrication, as well as fast, slow or interrupted motion, can also be found in reference books.

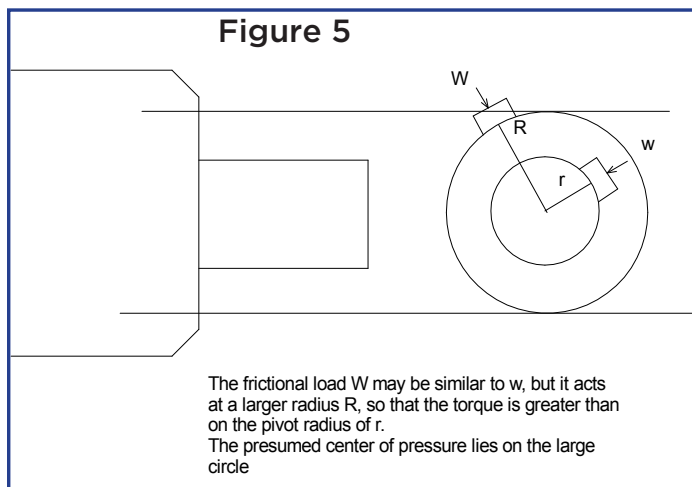
The going train of a clock has interrupted motion ('stop - go' for a deadbeat escapement and 'stop, reverse and then forward again' for a recoil escapement) which produces a greater amount of friction than if the gears were rotating evenly. The result of stop - go is often referred to as 'stiction' by mechani-

layout for reducing the effects of wear

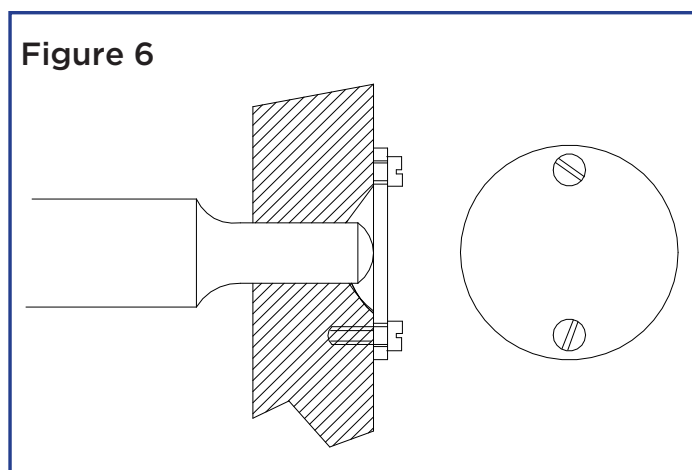
BY LAURIE PENMAN

cal engineers. It describes the increased friction experienced at the start of a sliding movement.

As far as a clock is concerned, a recoil escapement forces every wheel in the train to reverse for a portion of the pendulum beat. It actually winds the clock up a tiny bit at each beat, but not by as much as it winds down, of course. As a result, a recoil escapement needs more weight or a stronger spring to drive it than a deadbeat escapement with the same-sized gears and pivots.

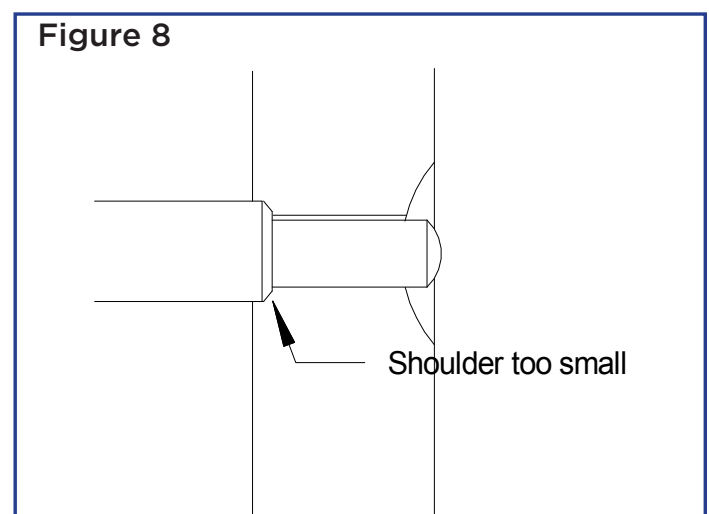
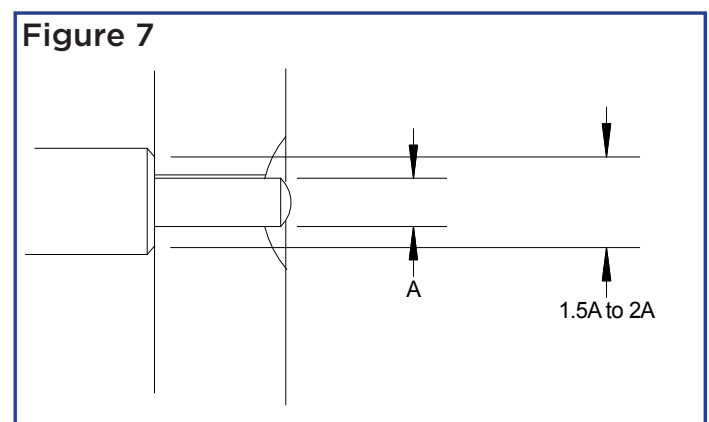


Friction develops at the diameter of the pivots and also at the face of each pivot shoulder that is in contact with the inside surface of a plate. What is important in a clock is the work performed in overcoming friction. This is proportional to the friction force multiplied by the radius at which it is applied (Figure 5). Since the maximum radius at the diameter of the pivot is just that, the radius, and the shoulder is necessarily greater, the work done in overcoming shoulder friction is also greater than pivot diameter friction.



In a crude experiment some years ago, I once fitted end bearings (flat polished plates bearing on the ends of the pivots (Figure 6) to a long case movement and found that the weight needed to drive the pendulum could be reduced by 60%. As a rough indication, this implied that more than half of all the frictional losses (cords, pullies, pivot diameters and gear teeth) were due to the shoulders pressing against the plate surface. However rough and ready as this was, it focuses on the importance of two things: 1. The degree of polish at the shoulder faces, and 2. The diameter of those faces.

Notice that, because the shoulder is not required to act as a thrust bearing, the diameter of the pivot connects with the arbor diameter in a smooth curve. This eliminates the weak shoulder junction and allows the use of dead hard pivots that are more brittle than a simple pivot. The faces of all simple pivots should be square to the pivot, with a small chamfer. They should all be highly polished to the same degree as the diameter of the pivot.

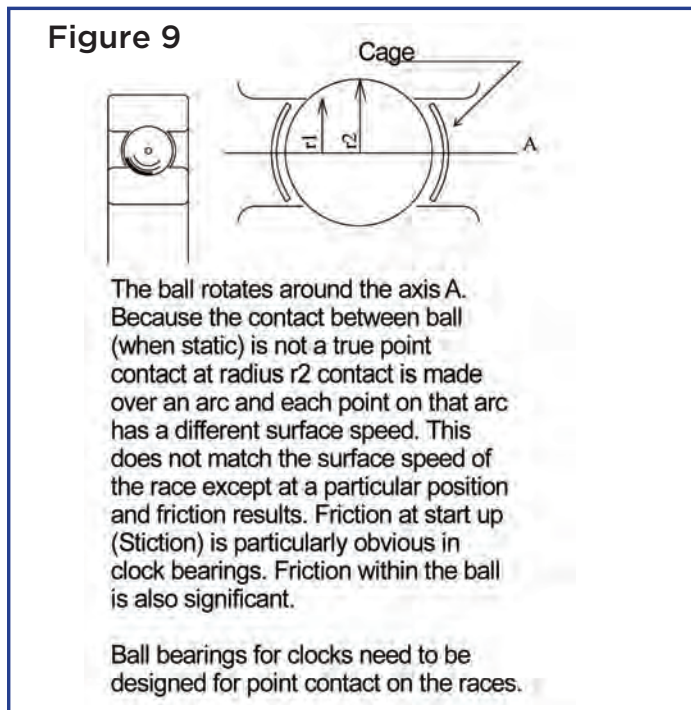


layout for reducing the effects of wear

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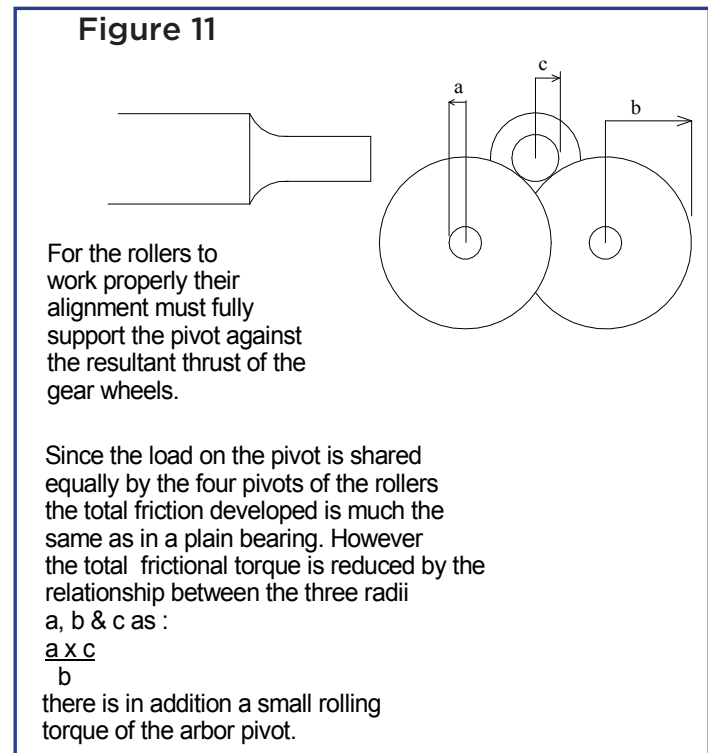
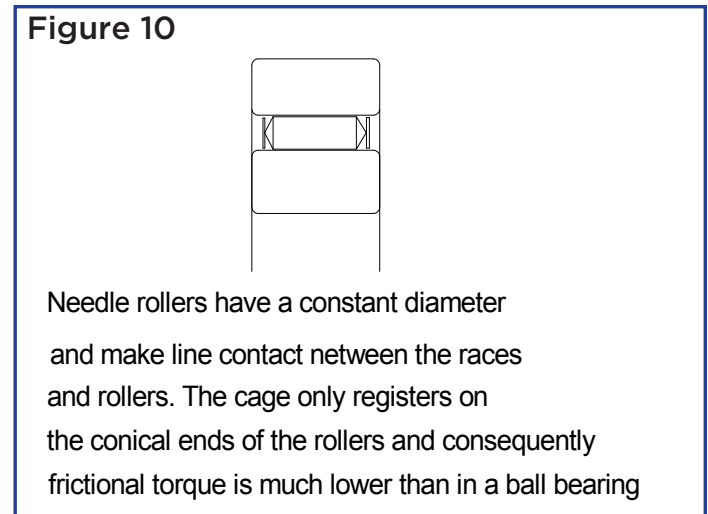
The diameter of the shoulder should be between one-and-a-half and twice the diameter of the pivot (Figure 7). I cannot show a mathematical proof of this, but it works. Smaller than this, and there is a tendency to 'drill' into the plate surface producing a pit (Figure 8) that increases the friction. Larger than this, and the radius at which friction on the shoulder acts, is increased unnecessarily, increasing frictional losses of energy.

Ball bearings have often been used in clock movements, but they need to be designed with the stop-go behavior of the train kept in mind. Figure 9 shows a common arrangement of a ball bearing and it can be seen that when it starts to move it is in contact with a significant area of the race. Since the surface is curved to match the ball and there is a lubricant in place (forming an adhesive contact over a large part of the ball's surface), there is a resistance to movement from the static state. The ball is smaller than the race and it is impossible for different points on its surface to rotate at the same speed as the race surface. There is considerable rubbing at start up.



Needle bearings however, are parallel cylinders and they are contained in their races by hardened steel plates that engage shallow cones at each end of the rollers. Friction is, therefore, greatly reduced compared with a normal ball bearing (Figure 10).

Rollers have been used to support pivots before. I believe Harrison employed rollers to support the pivots directly (Figure 11). They are not 'frictionless,' as they have been described, but they reduce frictional losses by arranging matters so that the radii at which the load is applied is much smaller.



Pressure

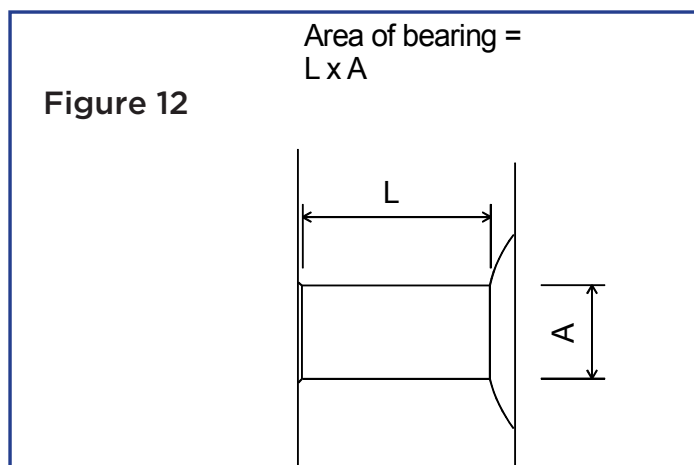
It is apparent that the thickness of clock plates affects the wear experienced. A plate thickness supporting a domestic clock train would not wear as

layout for reducing the effects of wear

BY LAURIE PENMAN

quickly as a plate thickness of 1/16". Taking this to extremes—with a plate of aluminum foil—it becomes obvious that the bearing length and the diameter of the pivot are very important (they comprise the supporting area of the bearing).

Essentially, this is a matter of the bearing load and the bearing area. The bearing area for a pivot is the thickness of the plate (excluding any oil cup depth) multiplied by the pivot diameter (Figure 12). The load divided by the area is the bearing pressure. Taking information from the *Machinery Handbook*, I have always used 200 pounds per square inch (psi) as an acceptable figure.



For a given clock movement, the frictional load at a particular pivot may be taken as unchanging, therefore the clockmaker has the choice of a wide range of plate thickness and pivot diameter to maintain a pressure of 200 psi or less. However, there is the need to keep the pivot diameter as small as practical so that frictional losses are small and a clock plate of 0.1" thickness, a bearing load of 1.5 lbs., would require a diameter of at least 0.075".

Calculating bearing load is not a task for the light-hearted and quite frankly, I doubt if it is done very frequently. A clockmaker relies on experience (sometimes bad experience), but clearly, this shows that the filing of grooved pivots is something to be handled with care. The more a pivot is filed, the smaller its diameter becomes and the greater the bearing pressure will become.

A pivot that has been reduced in diameter will wear its new bush faster than the original hole. This makes a strong case for repivoting, rather than pivot filing for grooved pivots. Clearly, there is a certain amount

of leeway because only modern, mass-produced clocks are designed with bearing pressures close to the limit. Most old clocks will accept reduction of lightly-grooved pivots without significantly affecting the rate of wearing. Please rely on your own experience to define 'lightly-grooved'. ♦

BULLETIN BOARD October 2011

Looking for Longines Part

Member Robin Gutierrez needs a pinion cannon 2.20 height for a Longines caliber 709 watch.

Needs Motion Works for SOHM

Member needs motion works for a SOHM (keyless) self-winding clock.

Need Pallet Fork: International-IWC

A member is looking for a pallet fork part for an International-IWC wristwatch. The calibre # is 83; the ligne is 12.

Have these parts? Contact jbilodeau@awci.com, 866-367-2924, ext 302

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Letters to the Editor on Certification

Following recent discussions online which are critical of the certifications made by AWCI, I feel obligated to make the following statement about certification.

I am troubled by the fact that a small group of my peers, fellow watchmakers, find certification meaningless. For those of you who do not know, I hold a Lititz Watch Technicum Diploma, a WOSTEP diploma and the CW21.

People who have never seen my work have no way to directly and objectively judge the quality of my work, and would have no way of making a referral to me.

Does my certification get me parts? Some perhaps, yet while not enough, I feel the future looks good. I was not a member of AWCI when the CW21 certification was proposed to the Board of Directors. The certification was never presented to me as a way to get parts; however, I still chose to work toward it.

Does it have value? Yes! I would like to work toward further certification by improving my skills, and achieving the level of skills for my peers to accept me as a Master Watchmaker.

I am offended and discouraged by any belittling of the milestone I have achieved. I would like not to take it personally, but every time somebody says the CW21 is worthless or has no meaning, I feel they are attacking my accomplishments.

Let me tell you about my certifications. I successfully completed two different exams, graded on two different continents, where I serviced—to very high standards—a quartz watch, an automatic watch, and an automatic chronograph. I also demonstrated an understanding of horological knowledge and the ability to communicate with fellow watchmakers.

These are the basic skills required of a watchmaker in today's environment. A group of my peers, whom I respect, certified that I am capable of meeting the

standards the industry has set forth and the standards necessary to provide my customers with a quality service experience.

Having completed the AWCI exam, I would feel confident referring an individual to anybody who holds the CW21 designation, or a WOSTEP diploma.

Anyone who would like to understand the skill set I have demonstrated and the minimum standards that I am capable of can review the Standards & Practices Document posted on www.awci.com.

The customers I deal with on a daily basis expect me to follow the standards set forth by the industry. I promised that I would abide by these standards and I do.

My customers are satisfied by my work. It is extremely common for a customer to come to me with a watch that was repaired by a supposed “watchmaker,” but the watch is still not working properly.

Clearly, there are individuals out there who claim to be watchmakers who do poor quality work. We have all seen this. I find it appalling. They glue automatic weight axles in place. They scratch bridges. They get oil all over the place. Sometimes, they even use WD40.

I saw one this week that had no oil, but it was well covered with black dust, which supposedly had been serviced 3 weeks ago for \$160. Fortunately, the customer didn't trust this guy enough to go back to him to fix the problem. Instead, they came to me, and will pay me 3 times as much to properly service their watch.

Many of these so-called watchmakers have no certification and typically do not belong to a professional organization like AWCI. I would never refer my customer to any of them, not even to change a battery.

Does my certification guarantee that I will follow these standards every time? Of course not! But I do, and that is how I am building my reputation.

If you know a watchmaker who possesses certification and does not follow the standards, I would urge you to gather evidence and report their unscrupulous practices to AWCI.

Conditions for maintaining certification include continuing to abide by the standards set forth in AWCI's S&P document. I am sure there are few individuals who would invest the time and effort required to pass the CW21 exam, then not live up to the high standards.

I maintain a blog (www.watchmakingblog.com) and I am constantly bombarded with e-mails asking me how people can get their watch fixed locally by a reputable watchmaker.

If I know of a good watchmaker, I refer them. Since I don't know watchmakers everywhere, I tell them to look for somebody with credentials (a certification, etc.). I refer them to the AWCI referral directory to look for a certified watchmaker.

If I haven't seen your work, or if I haven't had a referral from your peers, I won't refer you unless you have a certificate of some type.

Customer referrals mean nothing to me. The fact that the guys down the street from me stay in business, while cutting corners and doing embarrassingly poor work tells me that most customers don't have a clue how a watch should be fixed properly.

The judgments of my peers hold more value than those of the uneducated customer. Just because you have customers doesn't mean you are good at what you do. Perhaps you are a good marketer. Maybe your prices are good enough that they don't mind coming back every year for a service. Maybe the customer doesn't know that quality service should last much longer.

Certification only guarantees that a watchmaker has demonstrated a minimum capability of providing quality watch repair service. The lack of certification guarantees nothing. Since there are good watchmakers who are not certified, I encourage all watchmakers to help raise awareness of their skills while helping customers to better understand the quality of work they should expect from their watchmaker. It will be better for all of us.

Jordan Ficklin, CW21

In response to questions about the certification, I feel the CW21 has been a pivotal component in finding employment in the watchmaking industry.

Prior to receiving the certification I found it difficult to schedule interviews with companies, and the offers I received were on the condition of me passing the CW21.

With having only prior sales experience, I decided to attend Oklahoma State Institute of Technology (OSUIT) to learn how to become a watchmaker. OSUIT uses the Swiss American Watchmakers Training Alliance (SAWTA) curriculum, which gave me casing and polishing training and also instilled in me the confidence to look at working in jewelry stores, private service centers and official service centers.

I can honestly say I never would have found a job in this industry without attending a watchmaking school. I feel the courses helped me prepare for the CW21, and I feel the CW21, from both theoretical and practical aspects, helps me in my work every day.

Paul Kamay, CW21

**Have a Comment or More Information?
Your input is always appreciated!**

**Contact Amy Dunn, Editor, *Horological Times*
866-367-2924, Ext. 307, adunn@awci.com**

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Minnesota Clockmakers Guild Recaps the 2011 AWCI Convention and Status of the Clock Industry

At the Minnesota Clockmakers Guild (MCG) in September 2011, Bob Brending gave a detailed report on the AWCI Annual Convention and Educational Symposium, which he attended as the MCG Representative. He found there were many interesting educational and business sessions, and vendors displaying new tools and materials. The good news was that clock repairs are picking up, even as prices continue to go up!

MCG planning discussions covered a multi-session clock-building class to be held Saturdays this fall and winter. The clock would be designed around an existing Hermle clock movement time train with the remaining components made by students. More details, cost and plans to follow!

Doug Bester showed an interesting grandfather clock weight wrapped with wire and a lower plate to hold it together. He also showed a repaired main winding barrel where lots of soft solder had been removed.

Elroy Anderson showed slides of the E. Howard Tower Clock installed at the DeKalb, Illinois High School.



Ron Widenhoefer showed two clocks he made and now have dials and cases: One with a flying central tourbillon escapement and the other with a basic tourbillon, supported both on the top and bottom and driven by a contrate wheel.

Future MCG Meetings

- November 3, 2011 - Proper coordination of chime and bell train settings with Richard Zielike
- December 1, 2011 - Election of officers and repairing wooden plate movements with Brent Glomman

SHARE YOUR PHOTOS AND INFO ON YOUR MEETINGS WITH US!

To share information or events about your local Affiliate Chapter meetings, please contact: Jennifer Bilodeau, Assistant Editor, jbilodeau@awci.com 866-367-2924, ext. 302.

AWCI TO ADD NEW “ADVANCED 21” SERIES OF COURSES FOR CERTIFIED WATCHMAKERS

Beginning in January 2012, AWCI will offer all CW21 holders a special series of continuing education courses focusing on the service procedures of specific high-grade mechanical watches. These courses will cover proficiencies such as:

- Precision Timing
- Escapement Adjustment
- Automatic Winding Systems
- The Latest Lubrication Information
- Diagnostic Methods and Testing and Repair
- Quality Control and Estimating Procedures
- Case and Bracelet Service and Repair

AWCI advanced21

These initial courses in the Advanced 21 Series will focus primarily on Rolex calibers 3035 and 3135 with training materials on loan from Rolex Watch USA. Classes will be taught by AWCI's Watchmaking Instructor, Tom Schomaker, CMW21. Mr. Schomaker's expert teaching capabilities—and his substantial experience as a retail watchmaker specializing in Rolex watch service—will make these sessions the flagship event in AWCI's broad range of educational offerings.



BULLETIN BOARD October 2011

Need Parts List for Bulova Accutron 2186

Member Charles Burnett is searching for a parts list for 2186 with part numbers and any technical bulletins relating to removal and replacement of dial disks. Observation (without further disassembly) indicates the dial side differs little from other models with the exception of a bridge that supports the long dial side center wheel.

Looking for Witschi Q Test 4100

A member needs the Witschi Q Test 4100 operating/instruction manual. (Witschi does not have any English copies.) Please email John Taylor at: Jtandme@gmail.com

Please contact the *Horological Times* assistant editor if you can assist with any of these parts:
jbilodeau@awci.com 866-367-2924, ext. 302.

DID YOU KNOW? You can get immediate feedback for the parts and info you need on the *AWCI Technical Discussion & Parts Forum*? Just go to www.awci.com and sign up to participate.



"This is my first class and I was very happy with the overall program. It exceeded my expectations. Tom is an excellent instructor." - Student in the Modern Mechanical Chronograph, Servicing & Adjusting class, June 2011.

AWCI 21st Century Certification Exam Schedule

Please visit AWCI's website for complete information on the 21st Century Certified Watchmakers Exam.

November 7 - 10, 2011 - AWCI Training Facility, Harrison, OH
December 5 - 8, 2011 - OSU Institute of Technology, Okmulgee, OK
December 12 - 15, 2011 - St. Paul College, St. Paul, MN



AWCI Academy of Watchmaking Class Schedule

2012

Jan. 9 - Jan. 13, 2012	Basic Quartz Watch Repair	(5 CEU's)
Jan. 30 - Feb. 3, 2012	Modern Automatic Watches	(5 CEU's)
Feb. 13 - Feb. 17, 2012	Modern Mechanical Chronographs - 7750/7751	(5 CEU's)

5-day block: \$875.00 * 3-day block: \$525.00 * All classes held in Harrison, OH

**TO REGISTER FOR CLASSES OR EXAMS, please call toll-free
1-866-FOR-AWCI (367-2924), ext. 303 or e-mail Daniela Ott: dott@awci.com.**

AWCI is currently remodeling our clockmaking classroom. We are not teaching clockmaking classes at this time. We will notify our members when we resume clockmaking courses in the near future. We appreciate your patience.

SIGN UP EARLY!

We reserve the right to cancel a class if there are less than six participants signed up 30 days prior to the first day of class, so we encourage you to wait before making travel or hotel arrangements until this deadline has passed. If in doubt, please contact Daniela Ott at 866-367-2924, ext. 303. Should a class be cancelled due to lack of participation, class fee will be returned the same way you paid (i.e., credit on your credit card or check). Or if class is offered again later during the year, you have the option to transfer to that class. You also have the choice of transferring the fee to another class of your choice if space is available. Information is available online at www.awci.com. AWCI Watch Repair Course schedule is subject to change. Seats may become available for the classes; please contact AWCI to be added to waiting list.

Watch Technology Institute Graduation

North Seattle Community College

I had the pleasure of attending and participating in the graduation ceremony for graduates of the Watch Technology Institute in North Seattle Community College on Friday, August 19th. During this time I learned that, originally, this watchmaking program (formerly watchmaking and clockmaking) was at the Thomas Edison Technical School in Capitol Hill, Seattle. In 1970 the program moved to North Seattle Community College where George Lewis was the instructor until 1988. In 1994 they partnered with WOSTEP to offer their students a more widely-accepted curriculum. In 2000 they entered into a partnership with Rolex who has donated \$2.2 million for continued improvements to the program. The graduation of this class closes the partnership with WOSTEP and heralds the beginning of a new partnership with SAWTA. One of the speakers during the graduation was Herman Mayer, who is one of the main architects of the program. The following is his address to the graduating class.

Wes Grau, CMW21
AWCI Attending Representative



Graduation Speech



By Herman Mayer, Lititz
Watch Technicum Principal

My graduation speeches are intended to address some relevant issues within our profession and today, I would like to describe some simple categories of counterproductive behaviors that exist within our professional community.

I want to share this topic because you will soon be exposed to these behaviors in your dealings with fellow watchmakers going forward, and more importantly, I want to reduce the risk of you inadvertently positioning yourself into one of these categories.

First Category: The Exquisite Species

This is a large species of fellow watchmakers who are going out of their way to impress their audience. They portray themselves as the most knowledgeable, most experienced watchmaker with no comebacks, someone who has never lost a part, and they have a famous reputation nationally or internationally. These watchmakers are often close personal friends of important individuals in our profession.

This species is common and is the most harmless one. They can typically maintain the fiction for only a short time before it becomes evident that all the noise is created for the sole purpose of covering up deficiencies and the underlying insecurity that comes with them.

For the sake of your credibility and reputation, stay away from this. Although you have no significant track record in the profession, you have so much to offer: Two years of watchmaking training at the Watch Technology Institute is a rock solid foundation. You don't need to impress with fiction because you can impress with your assets.

Second Category: The Whiny Species

You will have to deal with the whiny species, as well. This one will complain, typically in a public way, about

BY HERMAN MAYER, LITITZ WATCH TECHNICUM PRINCIPAL

low income, high customer expectations, high employer expectations, restrictions of spare parts, the presence of professional standards, the complexity of the watches, continued education or certification requirements, just to name a few examples.

This species has a higher potential for detriment than the previous one since it uses the watchmaking profession to stage the injustices or perceived injustices that the individuals experienced in their lives. This fact might not be immediately apparent to their audience, allowing them to cause some considerable damage to the image of the profession.

I am confident that over the two years that you spent here at the Watch Technology Institute, you experienced that this attitude does not yield success in any way. It is not possible to build a career on it. Approach your professional future, as well as your personal life, in a proactive, productive and positive way and the sky will be the limit.

The passive lamenting attitude of a large portion of the professional community has caused (amongst other factors) a massive damage to the profession in the past, and this must not be perpetuated. It is a fact that there are endless opportunities available out there, and the only limiting factors are the degree of dedication and qualification which you are willing to offer. The increased value and complexity of the timepieces we are servicing for today's informed customer requires a higher level of qualification as compared to some years ago...and only those who can deliver will succeed.

Now We Come to the Third Category: The Silent /Faceless Species

For these individuals, watchmaking is only a job, nothing more, nothing less. They are the "8:00 to 5:00" watchmakers, and to accurately describe them, one should say that they "WORK AS watchmakers," not that they "ARE watchmakers." They do not establish any presence in the professional community, they fail to support the profession, and they do nothing to support their skills and knowledge.

Therefore, the members of this species can be classified as dangerous, as they contribute to the decline of our profession by promoting and allowing fragmentation of the watchmaking culture and the subsequent erosion of our professional image and status.

The professional watchmaking community need active involvement. This involvement is a means to exert influence and evolve it for the benefit of its members. In other words, who should shape the professional landscape if not you, the watchmaking professionals? It is in your best interest to take on this role, since it is your own future that you are shaping. You must not leave this task to other entities, since they will naturally pursue other interests—their own interests.

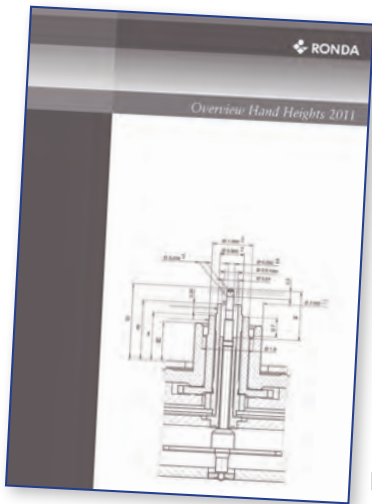
Actively supporting the profession means evolving the profession and yourself at the same time. You can benefit from the expertise that is present in the community through continued education, and in turn, share your expertise with the community. You could write articles or mentor other less-experienced watchmakers, just to name two examples. Remember, a well-maintained professional community is an invaluable resource for its members.

In summary, I ask you to avoid becoming members of these three species: The arrogant one, the whiny one, or the passive one, since they are all detrimental to your professional and personal future.

Instead, be proactive in shaping your career and the watchmaking profession. I wish you all the best for your future. ♦



Watch Technology Institute 2011 Graduating Class.



New Ronda Tech Guide

This new technical guide, *Overview Hand Heights 2011*, covers all the latest movement releases from Ronda. The 8-page document is particularly helpful in identifying all the possible variations, such as varying heights of canon pinion and hour wheels in the 2011 Ronda calibers.

You can order the right part the first time and avoid time-consuming and costly exchanges or re-orders.

This guide can be found on the AWCI website at For the Watchmaker under Tech Guides or on the Ronda website at:

http://www.ronda.ch/xx/home/2011_Flyer_RONDA_handheight_overview.pdf

Ronda startech		Series 3500-4000-5000	
Caliber	Hand Heights		
3520.D 3540.D Cal. 3540	S: 2.68 M: 1.88 H: 1.52 HH 1	Small Sec. Customer W.	Cal. 3520 Customer W.
4002.B 4003.B Cal. 4003	S: 1.90 M: 1.30 H: 1.00 HH 0	Small Sec. Customer W.	Cal. 4002 Small Sec. Customer W. Customer W. Cal. 4003
4120.B 4220.B Cal. 4220	S: 1.55 M: 1.00 H: 0.75 HH 2	Small Sec. Customer W.	Customer W.
4710.B 5050.B Cal. 4050	S: 2.60 M: 1.80 H: 1.30 HH 2	Customer W.	Customer W.
5020.B Cal. 4020	S: 2.60 M: 1.80 H: 1.30 HH 2	Small Sec. Customer W.	Customer W.
5070.D 5090.D 5040.D 5040.B Cal. 5040	S: 2.20 M: 1.70 H: 1.20 HH 1	Small Sec. Customer W. Customer W.	Small Sec. Customer W. Customer W. Customer W. HH 2
5040.F Cal. 5040	S: 2.85 M: 1.75 H: 1.45 HH 3	Small Sec. Customer W. Customer W.	Customer W.
5050.B 5050.C 5051.C Cal. 5050	S: 2.30 M: 1.80 H: 1.50 HH 2	Small Sec. Customer W. Customer W.	Customer W.
5130.D 5130.B Cal. 5130	S: 2.20 M: 1.80 H: 1.50 HH 2	Small Sec. Customer W.	Customer W. Customer W.

RICHEMONT

Reports Five-Month Sales Increase

Before its Annual General Meeting in Geneva, Richemont (www.richemont.com) announced sales for the five months ending August 31, 2011 increased by 29% at actual exchange rates. At constant exchange rates, sales increased by 35%.

Richemont owns a portfolio of leading international brands or 'Maisons', which are managed independently of one another. The businesses operate in four areas: **Jewellery Maisons**, being Cartier and Van Cleef & Arpels; **Specialist Watchmakers**, being Jaeger-LeCoultre, Piaget, IWC, Baume & Mercier, Vacheron Constantin, Officine Panerai, A. Lange & Söhne and Roger Dubuis, as well as the Ralph Lauren Watch and Jewelry joint venture; **Montblanc Maison**; and **Other**, being Alfred Dunhill, Chloé, Lancel and NET-A-PORTER.COM, as well as other smaller Maisons and watch component manufacturing activities for third parties.

For its financial year ending March 31, 2011, Richemont reported sales of 6,892 million EUR. Operating profit for the year amounted to 1,355 million EUR. On a region-by-region basis, sales growth in Europe was robust, reflecting purchases made by local clients, as well as travelers. The Asia-Pacific region continues to report very strong sales growth. This stems from sustained consumer confidence in that region, further boosted by the Maison's investments in their distribution networks. Sales growth in the Americas was also notable. Sales in Japan increased, despite the aftermath of the natural disasters which struck that country in March.

Retail sales enjoyed a higher momentum than wholesale sales thanks to a good performance in the Maisons' boutiques, the expansion of their retail networks, particularly in the Asia-Pacific region, and strong growth at NET-A-PORTER.COM.



Upcoming eBay Auction

Ball Watch, Trainmaster Voyager GMT Funds Go to the ELM Charitable Trust

Watch for an upcoming eBay auction by AWCI to raise funds for the ELM Charitable Trust. We'll publish the exact auction dates on Facebook and our website. Here are the specifications:

- Trainmaster Voyager GMT from Ball Watch USA
- ETA 2893-2 movement
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- Retail price currently USD \$1999.00



AWCI new members

Welcome to these new or reinstated members!

California

Caleb Stephenson

Pennsylvania

Janey T. Yu

Illinois

Graham Jordan

Montreal, Can.

Mendy Pape

Maine

Errol Stewart

Australia

Dick Gower

Michigan

Lukas Doerr

*AWCI welcomes back these individuals who have chosen to reinstate their membership.

New York

Brendan MacKenzie

Insights: The Industry Advisory Board

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"I have found that participating in the IAB is an excellent opportunity to meet with a large group of industry leaders to exchange ideas, while keeping up with changing trends. The IAB also gives me the opportunity to voice my opinion, which can help drive the industry in certain directions. I feel that being an IAB member can be the difference between having a successful, growing business in the industry, or having the competition outperform you. My advice to other firms—Don't be left behind as the competition moves forward. Find out how you can be part of the IAB and AWCI."

Russell Cooper, MBA
C.R. Time Company

C.R. Time Company specializes in the importing of watch movements for distribution throughout North America. Our quartz movement inventory is one of the most extensive in the U.S., and we have a comprehensive cross reference database to assist you when replacing many of the older discontinued calibers. Additionally, we also offer a variety of parts and supplies related to watch repair, such as 0% mercury watch batteries, crowns, crystals, displays, gold testing equipment, jewelers scales, springs bars, straps, ultrasonics, and assorted watch tools. Visit our website at www.crtime.com to download our catalogs, or call us at 1-800-541-5494 and speak directly with an experienced representative.

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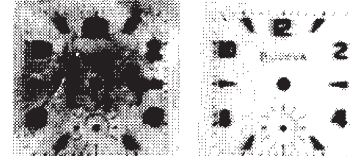
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