

Minutes of the
AWCI Board of Directors meeting 1-11-18
Meeting Called to Order at 8:04 PM EST
Webinar Conference

Roll Call:

Directors Present:

Joe Cerullo, Aaron Recksiek, Jack Kurdzionak, Peter Pronko, Justin Harrell, Craig Stone, Dennis Warner, Peter Whittle. , Fred White (Ex Officio).

Directors Absent: None

Others Present: Paul Wadsworth;; AWCI members as attendees: Andrew DeKeyser, Mike Carpenter, Michael Griner, Nick Manousos.

AWCI Staff Present: Jordan Ficklin

1). Approve BOD Minutes of 12-14-2017 Meeting

Motion to Approve – Jack Kurdzionak, Second Justin Harrell. Voice vote.

Approved.

2). Presentation by Nick Manousos; President, Horological Society of New York

Re: New York City Watch and Clock Mueseum

AWCI friends,

Thanks for this opportunity to present a new idea. [The Horological Society of New York](#) recently opened a permanent office and watchmaking classroom at the landmark [General Society](#) building in Midtown Manhattan. While we looking at available spaces in the General Society building, we saw a large vacant space that would be absolutely perfect for a museum. The space is 2,000 square feet, with double height ceilings, gorgeous built-in shelving, and massive arched windows overlooking 44th Street and the New York Yacht Club. In short, it is the perfect space for a horological museum in NYC. Almost on a weekly basis, HSNY receives emails from tourists asking if there are any horological museums in the city. Sadly, the answer is no. This is our opportunity to change that to a yes.

Rent in NYC is extremely expensive, especially for a landmark building in the center of Midtown, in between Times Square and Grand Central. The rent for this space is \$10k per month, with a 5 year lease. HSNY cannot afford this rent right away, but we could if we were to split it with the AWCI. The idea is to open the New York City Watch & Clock Museum, which would cater to the 60 million tourists NYC receives every year, and the 23 million people in the metropolitan area. The General Society building hosts HSNY's office, watchmaking classroom, and our monthly lecture series in their historic library. Our lectures see over 100 people attending each month, and we teach our watchmaking classes on Tuesday and Thursday evenings. There is a huge amount of demand for horological education in NYC, from both residents and tourists.

The General Society building includes electricity, heat, air conditioning, water, and trash removal in the rent. The major expense beyond the rent would be the salary of someone to staff the museum. This would likely be around \$70k per year. The museum would also require an alarm and security system, but due to the variable nature of this, I am unable to estimate a price. It depends a huge deal on how extensive of a system is needed. The other museum in the building ([the Mossman Lock Museum](#)) has no security system, and is only staffed when visitors are present. If a visitor arrives and asks to see the museum, a building staff person accompanies them. We could theoretically do this as well, since HSNY's office is directly across the hall from the museum space, where we do have full-time staff always present.

To be clear, this is not a business opportunity. We would surely lose money for at least the first few years operating a museum like this. What it is is an incredible opportunity for us to satisfy both of our organizations educational missions. This initiative transcends short-term concerns, instead it is an investment in the future of watchmaking in the USA. If the AWCI chooses to not join HSNY in this initiative, HSNY will pursue it by itself. Regardless of the AWCI's participation initially, we hope that in the future the AWCI would consider lending some of its collection for display at the New York City Watch & Clock Museum. At this point, I am only looking for an indication of interest in this idea - nothing beyond that.

Thanks again, please let me know if you have any questions!

Discussion:

Joe Cerullo – Requests this proposal in writing. Notes HSNY IS already in this building. Have you contacted NAWCC about this? Yes, but not interested.

Craig Stone: How many square feet? 2000 sq ft on 5th floor overlooking 44th street.

Joe Cerullo: Is it one large room. No, it is actually 2 rooms with second room for cocktail type parties, etc. Already a lock historical museum there in the building.

Peter Pronko: Who sponsors the lock museum? It is owned by the General Society.

Jack Kurdzionak: Requests staffing costs to be provided.

Craig Stone: Requests info on alarm and security info and costs.

Fred White: Can you give layout of room dimensions. The large front room is square at about 1500 feet on a side. Small room is about 500 feet on a side. Photos available and will be sent.

Jordan: Will need to act immediately? Yes. Others want it.

Aaron Recksiek: What percentage are you looking for? 50/50. How does it lay out with respect to your office? Across the hall from each other on 5th floor. Where are lectures held? On ground floor library of this building. As things pick up when and how will the museum become revenue stream? No details yet, but thinking of having the museum a separate corporation from AWCI/HSNY. How many people do you think will come to see it in respect to lectures and classes? 1000 to 1500 for lectures and another 1000 to 1500 students. What will cost be to view the museum? \$20 to \$30 per visit.

Joe: We will get back to you on this. Please send written proposal.

3). Staff Report:

All 7750 movements from certification and parts were sold per instructions from last BOD meeting. \$12685 revenue. \$11600 spent to replace them from eta.

Archie Perkins 3rd volume book sold 73 books. Made \$4794.36 which covers printing costs for 550 books.

Membership about same as last year's condition. Loosing 7 to 10% members every year.

About 400 phone calls made concerning membership renewal.

2018 convention speakers discussed. Details about program discussed.

New timing machines were purchased. Old ones will be sold.

Staff Report

Movement Sales

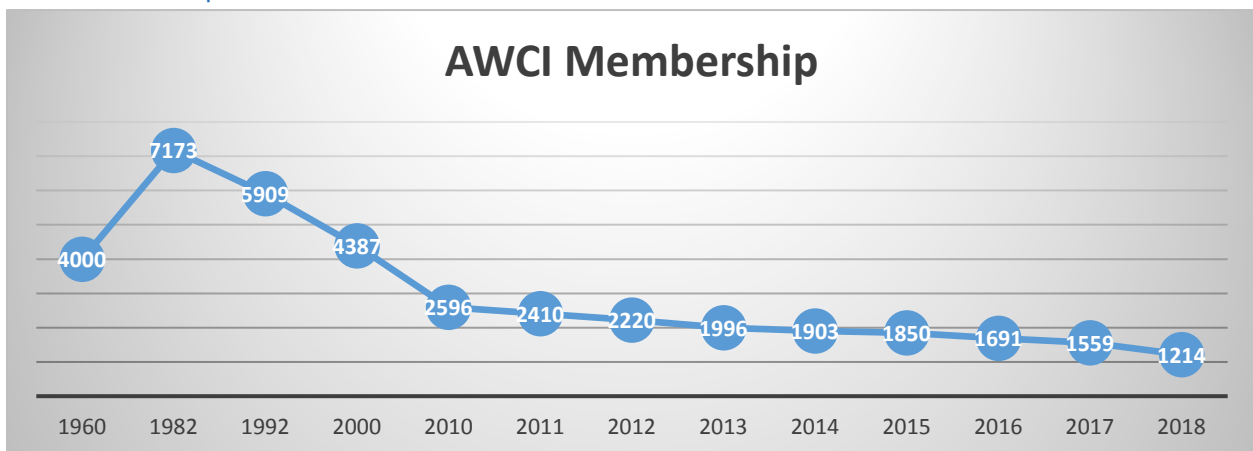
26	Option 1	\$7,800.00
37	Option 2	\$3,885.00
1	Option 3	\$1,000.00
Total		\$12,685.00

30 New 7750 Movements from ETA \$11,600 plus S,H, & Tax

Antique Watch Restoration Volume III

Sales: 73 books \$4794.36

Membership



Currently down 22%, but at this point last year we were down 21% and ended the year down only 8%

Our volunteer, Roy, made about 400 calls between 12/27 and 1/5. During that time period the number of outstanding members dropped from 600 to 300. Number one reason for not renewing was “retired” or “passed away” followed by “too expensive” a handful of people said “we weren’t doing enough about the spare parts situation” or “we don’t do enough for clockmakers.”

2018 Convention

Possible speakers:

Frank Poye

David Lindow

Support of programs:

ELM Trust Dinner

Austin Red Bar

Timing Machine Sales

	Estimated Sales Price
Watch Expert I	\$1,000
Watch Expert I	\$1,000
Watch Expert I (broken)	Send to Dale Sutton for repair/sale
Elma Watch-matic	\$1,000
Elma Watch-matic	\$1,000
Q-Test 6000	\$1,000
Q-Test 6000	\$1,000
Vibrograph B600	\$500

Recommended Sales Method: Sequential 7-day eBay auctions starting every Tuesday with email and social media notifications throughout auction. Estimated Fees +/- \$55 each plus credit card fees. Buy it now price at twice estimated sales price.

Board decided to let Jordan Ficklin handle the sale as he sees fit.

4). Committee Appointments:

All the committee memberships below were approved by voice vote.

Board of Examiners: Chief Examiner - Wesley Grau, Willy Adams - 2018 Craig Stone - 2022 Jerry Faier - 2018 Michael Gainey - 2022

ELM Trust: Jack Kurdzionak – Chairman, Paul Wadsworth – Treasurer, Dennis Warner – Secretary, Justin Shiver, Fred White

Constitution and By-Laws: - Paul Wadsworth – Chairman, Dennis Warner, Craig Stone, Sergio Berrios, Charles Smith

Finance: - Jack Kurdzionak – Chairman, Justin Harrell, Barbara Polk (CPA), and Manuel Yazijian

Nominating (for BOD): Fred White – Chairman, Dennis Warner, Peter Pronko, Richard Finks, Chris Carey

Perpetuation Fund: Joe Cerullo – Chairman, Jack Kurdzionak, Dennis Warner, Mark Butterworth, Fred White

Education Committee: (Watch Section) Aaron Recksiek – Chairman, Andrew Dekeyser, Sam Cannan, Tony Pastor, Scott Walters, Adam Parish.

(Clock Section) John Bryant, Brad Wellman, Ken DeLucca, Nicholas Butt.

Ethics: Joe Jabbour, Nick Fahrenholz , Brock McKee, Voted on with 4 members then reconsidered and second vote taken for the three above.

Honors & Awards: none appointed for now.

Horological Times: Bob Little – Chairman, Paul Corn, Hannah Mancill, Andrew DeKeyser, Dale LaDue, Matthew Schloemer, Daniel Benson, Brock McKee

Marketing: Henry Kessler – chairman, Justin Shiver, Joshua Kroman, Jack Kurdzionak,

Convention Committee – dissolved

Price Guide (Geller Book) Justin Harrell – Chairman, David Kurdzionak, Peter Pronko. Review the watch section in the Geller price book and recommend changes to be made.

All the above committee memberships (which were recommended by the president) were approved by voice vote.

Expect new committees will have initial reports at the mid-year meeting in March 2018.

5). Committee Reports

Education & Standards:

1). Meeting planned on March 13 and 14 at mid-year for revising standards and practices.

2). Mid-year Board of Directors meeting is scheduled for 9th and 10th of March, 2018. On 11th and 12th following the BOD meeting, there will be training of teachers at headquarters for on-the-road classes. Immediately following that, the next meeting, to revise standards and practices, will be held on the 13th and 14th.

Motion to adjourn at 7:22 PM EST.

Craig Stone seconded by Justin Harrell. Voice vote unanimous.

Respectfully Submitted

Peter Pronko, PhD

Secretary