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September 2018

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TIME-CON

Southwest Museum of Clocks and Watches



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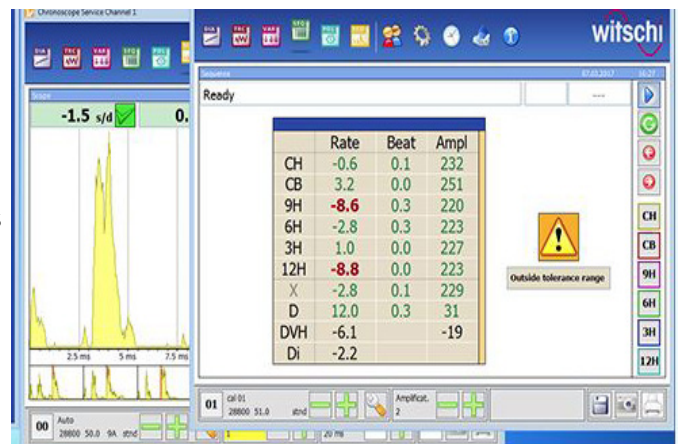
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EXECUTIVE & EDITORIAL OFFICES

American Watchmakers-
Clockmakers Institute (AWCI)
701 Enterprise Drive
Harrison, OH 45030
866-FOR-AWCI (367-2924)
or 513-367-9800
Fax 513-367-1414
awci@awci.com • www.awci.com
www.facebook.com/MyAWCI

Jordan P. Ficklin, CW21
Executive Director
Ext. 310 jordan@awci.com

Donna Hardy
Managing Editor
Ext. 305 donna@awci.com

Kathy Ortt
Editor
kortt@awci.com

Janette Torres-Gomez
Graphic Designer &
Assistant Technical Support
Ext. 302 jgomez@awci.com

Tom Schomaker, CMW21
Watchmaking Instructor
Ext. 309 tschomaker@awci.com

Mike Carpenter, CC21
Clock Director
clocks@awci.com

Rob McLeod
Education & Certification Coordinator
Ext. 303 rob@awci.com

Maureen Seals
Membership Coordinator &
Technical Support
Ext. 301 mseals@awci.com

**HOROLOGICAL TIMES
ADVISORY COMMITTEE**
Bob Little, CC, CW, Chair
Daniel Benson, CMW
Paul Corn
Andrew DeKeyser, CW21
Dale LaDue, CMW21
Hannah Mancill
Brock McKee
Matt Schloemer, CW21

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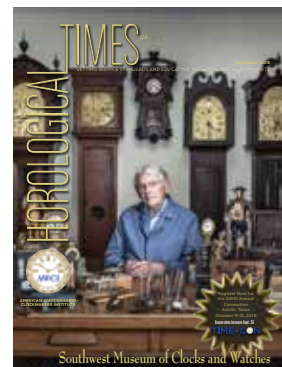
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Cover Image:

AWCI member Gene Galbraith is the founder of the Southwest Museum of Clocks and Watches in Lockhart, Texas. Learn more about this museum and Gene on page 12.
Photograph by Dan Winters

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OUR VISION:

AWCI's vision is to have an educated and passionate horological community practicing the highest standards and with the resources to provide quality goods and services.

OUR MISSION:

Setting service standards and educating the horological community.



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Check out our educational videos!
www.youtube.com/awci/videos



Announcing the Archie Perkins *Mobile Horology Classroom*

The AWCI Board of Directors has made a historic decision that will change the future of horological education in the United States. We understand it is difficult to leave the workshop and travel to receive training, so AWCI will be bringing education directly to you in the places where you live and work. The Archie Perkins Mobile Horology Classroom is part of a renewed effort to expand our educational offerings to include all segments of the horological community, including professional watchmakers, professional clockmakers, sales and support staff, technicians, collectors, and anyone with an interest in horology. The Mobile Horology Classroom will be the first of its kind anywhere in the world!

After many months of deliberation, AWCI has begun construction on the Archie Perkins Mobile Horology Classroom. The mobile classroom will travel all over the United States offering horological education at every level.

The classroom will provide a much better learning environment than what can be offered in a hotel meeting room or conference room. The classroom will accommodate eight students and one instructor with custom-made, adjustable-height watchmaking benches. Instructional technology will be similar to what is currently available in our Harrison classroom, including a digital microscope, bench camera, document presenter, projector, and monitors. There will be a dedicated cleaning room with automated cleaning machine, ultrasonic, and steamer.

The classroom is ADA accessible with a wheelchair lift and accessible restroom to accommodate the needs of every individual.

When the Archie Perkins Mobile Horology Classroom arrives in your city, you can expect it to stick around for one to two weeks. AWCI will offer a class for professional watchmakers as well as one for clockmakers. We will team up with local jewelers and AWCI members to host collectors' events and classes and to provide technician training for sales and support staff. If you are interested in bringing the classroom to your city, please contact our education coordinator, Rob McLeod, at education@awci.com.



To follow the construction progress of our mobile classroom please follow us on Facebook and Instagram. These are exciting times for horological education. Soon there will be more classes taught in more cities than anytime in American watchmaking history.



We look forward to seeing you in our mobile classroom soon!

a message from the

vice president

AARON H. RECKSIEK, CW21



Iwould like to offer my appreciation to our president, Joe Cerullo, for continuing to participate in the leadership of this organization while going through this extremely difficult struggle. My thoughts are with him and his family constantly, and I wish them the best possible out-

come. His resilience and fighting spirit have caused me to think a lot lately about what is most important in life. If I were in his shoes, I'm not sure if I would have the fortitude to stay involved and work to make our organization better in the midst of all the challenges. He continues to teach me what it means to be a leader, and I am infinitely grateful to work with him and learn valuable skills in the process.

The leadership of AWCI is completely voluntary, and I want to thank the families of all who volunteer for sharing their loved ones. We appreciate that our leadership contributes their time for the benefit of us all.

It is no secret that our profession has aged significantly in the last 60 years. Not only have the watchmakers and clockmakers aged, but the craft of

IT TAKES A GROUP
OF DEDICATED
INDIVIDUALS LEADING
OUR ORGANIZATION
WITH A CLEAR VISION
FOR GROWTH.

watchmaking and clockmaking has also aged. AWCI has been presented with some unique challenges to overcome in our battle to remain necessary and relevant and to serve the needs of the modern horologist. One challenge is that the leading cause of membership decline in the recent past has been people retiring or passing away. We

have lost a tremendous amount of knowledge and expertise and have not gained the same proportion of young talent and ambition over the same period of time.

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a message from the

executive director

JORDAN P. FICKLIN, CW21



It is always a pleasure to be in the AWCI classroom, whether Tom Schomaker is teaching or we have a guest instructor such as Henrik Korpela, Aaron Recksiek, or Matt Schloemer. I enjoy myself and learn something new when I spend even just a few minutes in our classroom. In the past month I was

honored to watch all four of these fine individuals teach for AWCI. If you haven't been to a class with AWCI, I highly recommend it.

Tom's "21st Century Watchmaking Standards" class introduces watchmakers young and old to the standards AWCI espouses. This class has been so popular this year that we had to add an extra session in November. It is a prerequisite for many of our other classes and a good refresher for the quality of work manufactures and consumers expect today. (The November class still has a couple seats left if you want to use that amazing \$1,000 credit for long-time members who have never taken a class at headquarters.)

Henrik's class on restoration and construction techniques is a dream come true for anyone who restores high-end watches or even for someone who just dreams about watch restoration. Using a mix of conventional and unconventional techniques, Henrik can teach you to restore movement finishes quickly and effectively.

One of my favorite things to do in the classroom is help teach our introductory and exploratory classes. Our "Build a Watch" classes have been a great success, and I love to share the excitement of those people who assemble their very first watch. I want to share with you some of the things I have observed while participating in these classes.

I BELIEVE WE ALL
BENEFIT FROM
HAVING A MORE
PASSIONATE
AND BETTER
EDUCATED
HOROLOGICAL
COMMUNITY.

continued on page 38



educational calendar

Reserve your spot today. Contact Rob McLeod at 866-FOR-AWCI (367-2924), ext. 303.

Prices reflect members' discount! Contact us so we can help you find the best course suited to your skill level, expertise, and interests.

**September
10-14**

WATCH 250: **Essential Micromechanics, Lathe 1**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Learn the basics of operating a watchmaker's lathe: including using gravers, shapes, cutting geometry, turning square shoulders, tapered surfaces, sharpening, drilling, cutting out a balance staff, making bushings, measuring and making tools, proper maintenance, and more.

**September
17-21**

WATCH 210: **Quartz & Quartz Chronograph Service Procedures & Diagnostics**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Expand what you know to increase your profit! Quartz watches can be one of the most profitable sectors of your business. This course reviews quartz watch repair and quartz chronographs, including the various important electronic tests, giving you the skills you need to be faster and more consistent at servicing quartz watches.

**October
8-10**

Gear Train Design
Instructor: David Lindow
Austin, Texas

\$595

Students will work in pairs to get a better understanding of gear engagements and to troubleshoot weaknesses in gear trains and find remedies for them. They'll test wheels and pinions in a depth tool and choose the best of them. Then they'll lay out the gear train in a set of plates, make shafting, and do press fits as well.

**October
10-13**

TIME-C
AWCI Horological Gathering
Austin, Texas



Join us at our **NEW Horology Fair!** This event will be open to the public and **ALL** are welcome to sell their horological wares. For additional information go to pages 11 and 21.

**November
5-9**

WATCH 200: **Modern Automatic Wristwatches**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Become the go-to watchmaker for modern automatics in your area by learning the fundamentals of mechanical automatic watch repair that are most prevalent in today's market. In this class you'll investigate how to perform the various components: cleaning, assembling, adjustments, dialing, and casing.

**November
12-16**

WATCH 190: **21st Century Watchmaking Standards**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Evaluate your skill set in this course by exploring the fundamentals of modern mechanical watch repair, including cleanliness, lubrication, endshake adjustment, and may include the verification and analysis of escapement function.

REGISTER NOW FOR 2019 CLASSES!

**January
14-19**

Skills Evaluation Sessions 1-3
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

FREE

The purpose of each **two-day session** is to expose the watchmaker to a watch type of their choosing that contains common and not so common errors for repair. After the watchmaker repairs the timepiece within a designated period of time, it will then be disassembled and evaluated in front of the watchmaker.

**January
28-30**

21st Century Watchmaking Standards
Instructor: Tom Schomaker, CMW21
Long Beach, California **(Both Classes Jan. 28-Feb. 1—\$1,095)**

\$750

Tom brings his fundamentals course to the West Coast! In this 3-day class Tom will teach proper cleanliness, lubrication, and endshake adjustments as well as the standard set by the major watch manufacturers.

**January 31-
February 1**

Chronograph Short Course
Instructor: Tom Schomaker, CMW21
Long Beach, California **(Both Classes Jan. 28-Feb. 1—\$1,095)**

\$595

Eureka! Chronograph lovers, this class is just what you've been looking for. In this 2-day course Tom will cover the checks and adjustments for the modern mechanical chronograph.

**February
4-8**

WATCH 175: **Case & Bracelet Refinishing** **(Includes polishing kit)**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

5 CEUs

\$1,350

Today's luxury watch consumer demands perfection. This course is perfect for the watchmaker or dedicated refinisher. It will help you achieve the different finishes on modern watch cases. Also covered is disassembly and assembly of common watch cases.

**February
18-22**

WATCH 100: **Introduction to Watchmaking**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1095

This class is perfect for anyone thinking about entering the profession of watchmaking or the individual who wants to gain a better appreciation of the art of watchmaking. Learn basic skills and techniques used by the modern watchmaker. Before attending, students are recommended to study *Theory of Horology* and be familiar with the basic nomenclature of watchmaking.

**March
18-22**

WATCH 220: **Modern Mechanical Chronograph—ETA 7750**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Brush up on your chronograph skills before taking the CW21 Exam with this class on the modern mechanical chronograph. It focuses on the service and adjustment of modern mechanical chronographs, such as the ETA 7750.

**April
8-12**

WATCH 210: **Quartz & Quartz Chronograph Service Procedures & Diagnostics**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Expand what you know to increase your profit! Quartz watches can be one of the most profitable sectors of your business. This course reviews quartz watch repair and quartz chronographs, including the various important electronic tests, giving you the skills you need to be faster and more consistent at servicing quartz watches.

**June
17-21**

WATCH 190: **21st Century Watchmaking Standards**
Instructor: Tom Schomaker, CMW21
AWCI Headquarters, Harrison, Ohio

\$1,095

Evaluate your skill set in this course by exploring the fundamentals of modern mechanical watch repair including cleanliness, lubrication, endshake adjustment, and may include the verification and analysis of escapement function.



For additional details about specific courses in comprehensive syllabi form, including complete tool lists, visit: www.awci.com/classes or contact Rob McLeod, Education & Certification Coordinator, at 866-FOR-AWCI (367-2924) x303. For additional calendar events visit: www.awci.com/calendar.



Build A Watch events calendar



**Build your very
own watch!**

Build a Watch is not only great for collectors and watch enthusiasts, it's also perfect for sales staff and customer service specialists. Why not have your staff join us for a day of watchmaking to learn more about the products they sell, how you perform a quality service, and what it takes to properly complete a repair?

**September
23**

Build a Watch

\$995



**The Henry, Autograph Collection
300 Town Center Drive
Dearborn, Michigan 48126**

**October
9**

Build a Watch

\$995



**Holiday Inn Austin, Midtown
6000 Middle Fiskville Rd
Austin, Texas 78752**

**October
14**

Build a Watch

\$995



**Holiday Inn Austin, Midtown
6000 Middle Fiskville Rd
Austin, Texas 78752**

**November
10**

Build a Watch

\$995



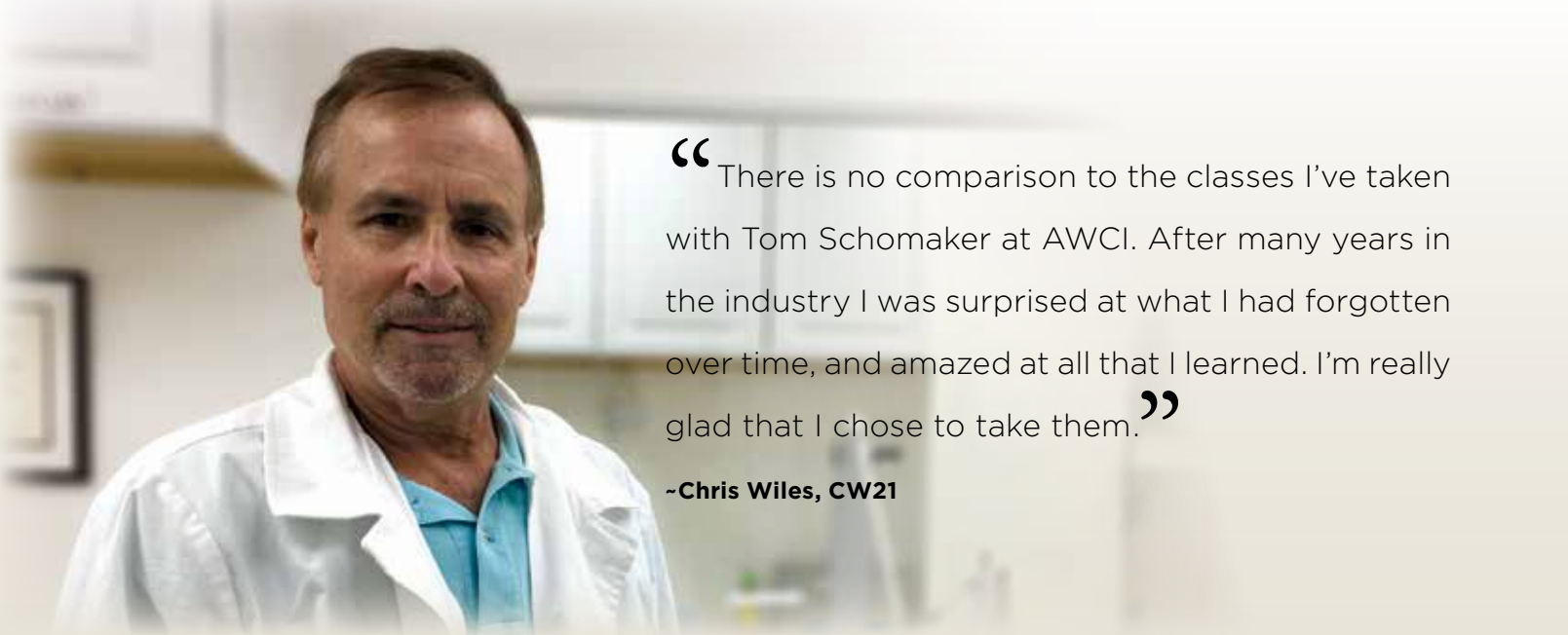
**Oak & Oscar
3701 N. Ravenswood, Suite 305
Chicago, IL 60613**



For more information go to: **www.awci.com/buildawatch**

To find out how you can bring one of these events to your store,
contact **Rob McLeod**, Education & Certification Coordinator, at rob@awci.com





“There is no comparison to the classes I’ve taken with Tom Schomaker at AWCI. After many years in the industry I was surprised at what I had forgotten over time, and amazed at all that I learned. I’m really glad that I chose to take them.”

~Chris Wiles, CW21

TIME IS MONEY

Increase the quality and quantity of your work and become more profitable with classes from the American Watchmakers-Clockmakers Institute. We offer refresher and advanced courses designed to help you sharpen your skill set and stay current with the latest service techniques.

ARE YOU CERTIFIED?

Invest in yourself by taking your skills to the next level, and becoming a Certified Watchmaker of the 21st Century (CW21). Becoming certified demonstrates your high level of expertise to your customers, elevates your store above the competition, and enhances the brands you carry. Start the process today by registering for our 21st Century Standards Course.

Not sure which course to sign up for? Log onto our website and fill out our experience questionnaire or contact us so we can help you find the best course suited to your skill level, expertise, and interests.

Call or email our Education & Certification Coordinator today for more information: education@awci.com | Phone: 1-866-367-2924, ext 303



CENTER STAGE

Robert Flood:

Breitling USA

TIME-C  N 2018: Interviews with speakers, educators, and vendors

By Donna Hardy



Robert Flood

Robert Flood, CW21, WOSTEP, has been the technical instructor for Breitling USA in Wilton, Connecticut, since 2006. He graduated from Lititz Watch Technicum in 2004. At Breitling, Flood gives technical training to watchmakers, oversees the

technical quality-control process, and analyzes repair comebacks. Many AWCI members are familiar with Flood: He presented the class “Common Problems Encountered During Routine Service of the ETA 7750” at AWCI’s 2016 annual convention and taught classes on the ETA 7750 at AWCI headquarters in 2014. At this year’s convention, Flood will teach the class “Modular Chronograph Repair Issues,” which will focus on modular chronographs from the manufacture Dubois Dépraz.

In the interview below, we talk to Robert Flood about his career at Breitling, his upcoming workshop at the 2018 convention in October, and chronographs—the Dubois Dépraz modular in particular.

Q & A

What will watchmakers learn in this class?

The class will focus on the repair details of the modular chronograph and common issues that arise during service. We will explore the theory of how it operates compared to traditional chronographs, the ad-

justments that need to be checked, and the proper lubrication throughout the movement. I think modular chronographs generally get a bad rap, but when you are able to understand their operation, issues, and how to properly service them, they will become a straightforward and profitable repair.

Would any of the information in the class be of interest to clockmakers?

Of course, a lot of technical aspects can be linked between clocks and watches, but this class focuses on showing specifically how these modular chronographs work, the common issues seen, and giving the participants some confidence to service these modulars when they come in.

How did you get interested in watchmaking?

The idea that watchmaking is a profession came from my grandfather. After WWII, he took some classes and made watchmaking a side business. He had some old tools and movements that I started to tinker with. This led to watch collecting and then watchmaking school at the Lititz Watch Technicum in 2002.

How has your career developed at Breitling?

Over the last 12 years as the technical instructor, I’ve had the opportunity to work on many projects. I’ve audited independent watchmaker workshops, developed a 7750 sequential repair team, trained internal and external watchmakers, and worked as the technical liaison between the headquarters in Switzerland and the US.



Tucked away in the forest in Wilton, Connecticut, is Breitling's ultra-modern service center. Flood says, "It looks like an alien space craft has landed." With its exposed rivets and aluminum, it is reminiscent of vintage aircraft and is in keeping with Breitling's aviation theme and timekeepers. It contains the after-sales services and technical training center where Flood and the watchmakers work. Floor-to-ceiling windows on two whole sides of the building allow for sunlight to fill the workspace. The watchmakers' view is the forest, where squirrels and hawks are sighted. The building was designed by Alain Porta, the architect who designs all Breitling's boutiques.

Photo by Eileen Sawyer courtesy of Breitling USA.

How common are these modules to the Breitling lineup? Do you see a lot of them in the service center?

The modular chronograph is very common within our service department. Breitling had invested heavily in the unique possibilities that Dubois Dépraz could offer. We have an entire team of watchmakers, usually with the most experience, working full-time.

Does Breitling service their modules in-house? Some brands simply replace with a brand-new unit and return the discarded module to Switzerland.

All of the modular chronographs we use have the base movement of the ETA 2892. We service both the base movement and the chronograph modular within our service centers.

Are there spare-parts resources for these modules through material houses or only through brands?

The Dubois Dépraz modulares are used widely within the watchmaking industry, but I am not sure of the parts available at supply houses. At this time Breitling does not sell parts for the modular chronographs, but these chronographs are widely used within the watch industry.

Are there any special tools required to service these modules?

Of course, Breitling has developed specific movement holders and a few tools, but generally speaking everything can be done with the normal bench tools.

Does Dubois Dépraz vary their quality of materials and finishing depending on which brand purchases the models?

The quality of Dubois Dépraz is already very good and is very reliable. I do know that some higher-end watch manufactures that use the modulars will decorate the movement components at a higher level.

What is the level of customization between a stock 7750 and the Breitling iteration. Where can stock parts be used? Where do watchmakers need to use Breitling aftermarket parts to maintain the integrity of the movement?

The majority of the work that Breitling does on the movements is performance-based plus some finishing of the bridges. All of Breitling movements need to pass the COSC certification before being installed into the final timepiece.

Even though you are not an independent watchmaker, do you have any thoughts or insights into what the future holds for independent watchmakers?

I think Swiss watch manufacturers underestimate the potential of the independent watchmaker network that exists in the United States. More and more I hear that watch brands are opening up accounts but with the proper training and outfitting the workshop with the correct tools and equipment.

What is your favorite watch?

That is a hard question because I have a lot of favorite watches. I have a soft spot for chronographs, and one of the most beautiful chronographs is the A. Lange & Söhne Datograph.

Donna Hardy is the managing editor of the *Horological Times*.



TIME-CON



HOROLOGY FAIR

Austin, Texas—Oct 12, 2018

This event will be open to the public and ALL are welcome to sell their horological wares. You will want to attend the Horology Fair if—

- ▶ You have watchmaking or clockmaking tools you want to sell.
- ▶ You have your own watch brand and want to get it in front of an audience of watch lovers.
- ▶ You are a vendor of services for other horologists or the general public.
- ▶ You manufacture and/or distribute horological tools and equipment.
- ▶ You are new to horology and need to buy used tools at a reasonable price.
- ▶ You are a watch or clock collector with pieces you'd like to sell.
- ▶ You are ready to update your horological tools and equipment and are looking for the very best you can afford.
- ▶ You want to learn more about horology and want to meet others who share your passion.

Our prices make it easy for ALL to attend and exhibit!

ENTRY FEES:

- FREE for convention attendees
- \$10 for AWCI Members
- \$15 for the public

TABLE FEES:

- \$25 each for convention attendees
- \$50 each for the public

FULL REGISTRATION:
(includes classes, keynote address, events, and more to be announced in upcoming months.)

\$479



www.awci.com/timecon

Preserving Venerable Timepieces for Texas and Beyond: The Southwest Museum of Clocks and Watches

By Kathy Ortt

While attending Time-Con, horology lovers could take a short trip (approximately 30 miles) south from Austin to Lockhart, Texas, to visit the Southwest Museum of Clocks and Watches. It was founded by Gene Galbraith, a 12-year member of AWCI, and is located on the historic square in Lockhart. Galbraith says, "Since the conception of the Southwest Museum of Clocks and Watches in 2007, it has blossomed from an idea on paper to a magnificent horological repository for timepieces in the Southwest."

The museum is housed in a spacious, well-lighted, newly renovated building with hardwood floors and lots of clocks. The vintage storefront is freshly painted in eye-catching colors. On the inside, the museum galleries are organized into six major themes: The Origins and Development of Time, United Kingdom, American, Greater Europe, Technological, Automaton, and Tower.

According to Galbraith, "Most of the clocks are operational, but it is not practical to run all of them all the time. A few selected clocks are demonstrated to visitors when important historical lessons can be learned. Many of the clocks were restored to make them presentable for display."

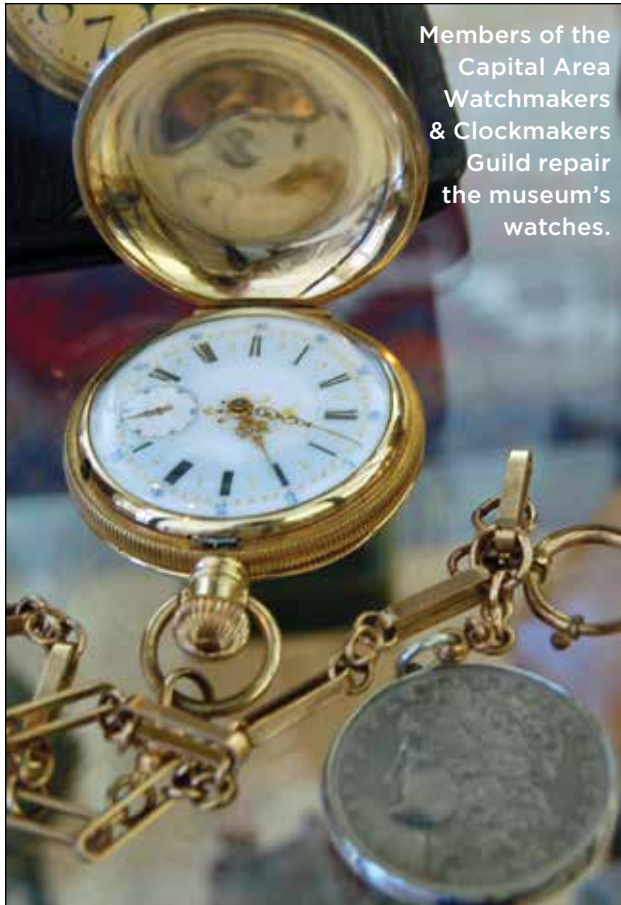
The museum has a very active program of services for clock and watch repair. Galbraith says, "We have a well-equipped clock repair shop. Watches are repaired by CAWCG members. We can give general evaluations of clocks, but we do not offer appraisal services. The museum conducts classes in basic clock repair. We teach students how to disassemble a two-train clock, make some repairs on a beginner's level, and reassemble the clock to working condition. Students showing an aptitude for advanced repair techniques can take a course in bushing, polishing pivots, lantern pinion work, and mainspring repairs."

The oldest clock in the collection is an English water clock dating circa 1639.

The clock was placed on loan to the museum by a patron. A 1966 Swiss Le Coultre Atmos clock is the most modern clock of consequence, also on loan to the museum. In 1997, the museum acquired a Black Forest clock organ and automaton through an auction of P. T. Barnum memorabilia. The piece was made, circa 1850, in the Bavarian Black Forest area of Germany. Galbraith had to do a full restoration of the organ, automaton, clock, and case. He says, "It was very complicated and challenging, but after three years, we accomplished the task. The great P. T. Barnum clock organ is on exhibit in the museum and is fully functional."



Many of the clocks are by well-known makers, but perhaps the most significant clock was made by Peter Stretch in Philadelphia, circa 1710. Stretch was a Quaker who emigrated from England to Philadelphia in 1703 and is the first clockmaker to come from the Old World. It is on loan to the museum by a gentleman who is the ninth-generation owner of the clock. The first owner bought the clock directly from the maker, Peter Stretch.



Members of the Capital Area Watchmakers & Clockmakers Guild repair the museum's watches.



This clock made by Peter Stretch may be the most significant piece in the collection, according to Galbraith.



This English water clock is the oldest piece in the museum.

When asked to choose a favorite, Galbraith says, “It’s like choosing a favorite son or daughter. However, if I must choose a favorite clock, I would have to choose the clock organ. It represents a ‘labor of love for time’ like no other.” When asked if the museum has a standout favorite among visitors, Galbraith responded, “It is difficult to say which timepiece visitors find most fascinating. The layout of the museum is such that visitors will grab on to the workings of a tower clock movement, but when they see the clock organ, they are blown away by how awesome it is. Generally, our visitors are so impressed by the overall magnificence of the museum that they go away having many favorites.”

As a retired chorale director and music teacher, Galbraith is used to educating people and giving back to the community. However, his giving back to horology didn’t stop with the museum. The Texas Historical Commission came to the Southwest Museum of Clocks and Watches seeking help on behalf of the Texas Association of Counties for assistance in the restoration of their tower clocks. There are about 55 counties across Texas that have clock towers as part of their courthouses. Many need attention and some need complete restoration. The museum established

the Tower Clock Initiative for the restoration of these most impressive national treasures, and they are busy with restorations of private and public tower clocks.

Galbraith and the Tower Clock Initiative will see these clocks transported to the museum for restoration in its open workshop area. Once there, they will play a vital role as an adjunct to the museum’s permanent collection in providing a more complete, working horological education. After restoration is complete, each clock is reinstalled into its tower, reviving an invaluable part of Texas heritage.



Galbraith says the organ clock may be his favorite piece in the museum.



On March 23, 2013, the Texas Historical Commission (THC) recognized Southwest Museum of Clocks and Watches President Gene Galbraith with the John L. Nau, III Award of Excellence in Museums for his expertise in the specialized field of timepiece restoration. He was also honored for his work on the Texas Tower Clock Initiative. In addition, Galbraith was recognized for his public outreach efforts to educate the public about the history of clocks through museum exhibits and other educational events. The award recognizes an individual in the museum field for significant achievement in the areas of historical interpretation, museum education, and conservation of collections or community involvement, or both.

When asked what advice he would give to someone interested in learning clock repair, Galbraith answered, "Do what I did. Apprentice out to a well-respected, 'old school' clockmaker for at least five years. Then, work in an established clock shop for another five years. As your reputation becomes known, and the opportunity comes along to 'break out' on your own, go for it." Galbraith retired from teaching music in 1991 and began an apprenticeship at McGuire's Clocks in Austin. After five years at McGuire's, the Old Timer Clock Shop hired Galbraith immediately.

Galbraith says, "The museum sponsors events in the 'horological arts,' musical presentations, and events for students who wish to learn how clocks work. Many tour groups visit the museum and enjoy the PowerPoint presentations about all things related to timekeeping." On Friday, October 12, 2018, the Southwest Museum of Clocks and Watches will host a musical event at 7:30 p.m. Kara Bliss McGregor, Austin Haller, and their band will perform a program in the cabaret style. Tickets are \$25 per person, or \$40 per couple, and are available on the museum's website and at the door. Refreshments will be served and door prizes will be given to winning ticketholders. This event coincides with Time-Con, so you might want to put it on your calendar.



**Galbraith sets
Caldwell County
Seth Thomas
tower clock.**

Photo by Jay Godwin.

Visit Southwest Museum of Clocks and Watches on Facebook or www.swmuseumofclocks.org for more information.

Sources

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MORE INFORMATION ABOUT THE SOUTHWEST MUSEUM OF CLOCKS AND WATCHES

The Southwest Museum of Clocks and Watches has a mission: The preservation of timepieces and the horological arts for today's visitors and the unborn generations yet to come into the "realm of time." The museum's goals are to: showcase its extensive collection, do hands-on restoration, and be a Texas educational resource.

**Southwest Museum of Clocks and Watches
is located at
109 E. San Antonio Street,
Lockhart, Texas
Open on Saturdays
10:00 a.m. - 4:00 p.m., or by
appointment by calling 512-658-3853.**



Kathy Ortt is an editor of the *Horological Times*.



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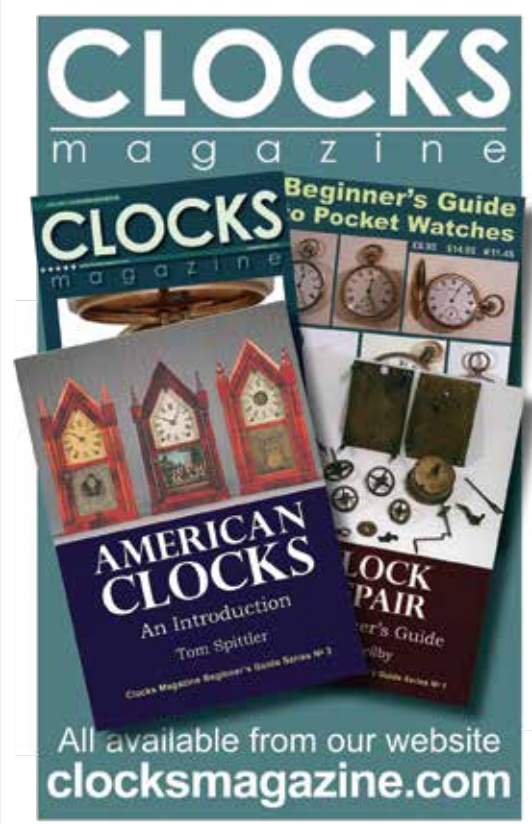
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Swatch Group to Exit Baselworld

By Brock McKee

Nick Hayek, CEO of Swatch Group, announced on July 29 that the Swatch Group will not be exhibiting at the 2019 edition of Baselworld. In an interview with CNBC on July 30, Hayek cited Baselworld leadership's arrogance and failure to adapt as two of the reasons for the departure.

The stock of MCH Group (owner and organizer of Baselworld) plummeted 18% in the four days after the announcement. The drop was due to the reported loss of \$50 million from the Swatch Group, in addition to a drop in attendance from 150,000 in 2016 to 100,000 this year, along with a roughly 50% drop in the number of exhibitors between 2017 and 2018.

While this does not mean that Swatch Group will not return to the fair in the future, it does mean that they want things to change. An official statement from the Swatch Group about the departure states: "It is necessary that they [Baselworld] reinvent themselves, responding appropriately to the current situation and demonstrating more dynamism and creativity. At the moment, the trade fairs are failing to do so."

With the world being so easily connected via the Internet and social media, the traditional watch fair is no longer viewed as a necessity, according to Hayek. Baselworld must adapt to this ever-changing landscape



Baselworld in 2015 when attendance was high.

or they will find themselves becoming less and less relevant as they are already having to battle the growing popularity of Salon International de la Haute Horlogerie (SIHH) held in Geneva.

Managing director of Baselworld, Michel Loris-Melikoff, who took this role on July 1 of this year told the Swiss newspaper *Le Temps*, “I do not think that such a decision can be communicated without being final. But we are of course in regular contact with this partner, as we are with all major Swiss watch groups, and we will strive to bring [Swatch Group] back.”

On August 3, MCH Group announced that CEO René Kamm would resign. Kamm had been with MCH Group for 20 years. Dr. Ulrich Vischer, chairman of the board of directors, will take charge until a new CEO is found. Kamm’s departure comes just three months after the resignation of Sylvie Ritter, who had been Baselworld’s managing director since 2004.

Although the exit of Swatch Group is a blow to Baselworld’s bottom line, the two other major exhibitors, Rolex and Patek Philippe, have not indicated that they too will leave the show.

The watch world will be waiting to see if Baselworld will be able to adapt to the changing times or if they will continue to lose exhibitors at their fair in the coming years.

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VWI School Expands and Receives Donation from Swatch Group



Workers begin renovating the garage that will become classrooms for students attending the Veterans Watchmaker Initiative school.

By Donna Hardy

The Veterans Watchmaker Initiative (VWI) is a watchmaking school in Odessa, Delaware, for wounded veterans. It was founded by Sam Cannan, who is also an instructor at the school and a member of AWCI's Education and Standards Committee. Phase two of the VWI's construction project has begun, as they renovate a three-bay garage into two additional classrooms with a donation of \$60,000 from the Welfare Foundation in Delaware. The new classrooms will enable VWI to accept as many as 18 students into their expanded programs. The school is tuition-free but requires grants and donations to operate.

In August the Swatch Group US (SGUS) donated \$140,000 worth of watchmaking equipment and materials to the school. Cannan says he was stunned when Peter Foster at SGUS called to inform him that he wanted to donate watchmaking equipment from their Miami, Florida, location. When Foster forwarded a list of the items to be donated, Cannan was even more stunned. "All the equipment I needed and was struggling to get was being donated and in quantities that were enough for the entire student population," says Cannan. The list included a Leica Apo 6 microscope camera with stand, student workbenches and chairs, Waldmann bench lights, lathes, jewelry sets, and more. Cannan says, "I made the flight arrangements and within a few days I was sitting in the parking lot at 5:00 a.m. with a 26-foot rental truck waiting for them to open."

Cannan thanks Swatch Group US; the New Castle County Delaware government, which provided the VWI's building for only one dollar; and all the other people and organizations who have supported VWI. He says, "I strive every day to be worthy of the confidence they have placed in me and the Veterans Watchmaker Initiative. I will continue to work diligently to provide top-notch training to the veterans who have placed their faith and futures in me by committing to and attending this program, which has its roots at the end of WWII with two visionaries, Joseph and Arde Bulova."

Donna Hardy is the managing editor of the *Horological Times*.

Students at the Veterans Watchmaker Initiative school.





Top image: Henry Ford Examining Pocket Watches Exhibited at Magill Jewelry Store, Greenfield Village, 1917. F1888.18305, from the Collections of The Henry Ford Museum. Gift of Ford Motor Company.

Cars, Clocks & Watches

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2018 Ward Francillon Time Symposium

Henry Ford Museum of American Innovation, Dearborn, Michigan

September 20-22, 2018

Henry Ford's early and lifelong passion for timekeepers, and the important connections between 19th-century New England clock and watch manufacturing and 20th-century automobile mass-production, have never been examined. With a roster of important speakers, the historic conference will address these themes as well as car clocks, timing of auto races, and the important collections of clocks, watches, and related tooling at this world-famous American history museum.

NAWCC and Ford Museum membership are not required. Space is limited, so registration well before the August deadline is recommended. Please visit the symposium website for more information.

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Gear Train Design & Layout— David Lindow

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Chronometer Club Seminar: Hairspring Corrections & Manipulations—

Tom Schomaker, CMW21

October 10, 2018 (1 CEU)

This class encompasses the basics of hairspring manipulations. Students will learn the fundamentals of hairspring straightening, correction of errors, leveling of the hairspring at the collet, and more.

The class will also touch upon truing the hairspring at the collet, safe removal, installation, manipulation, centering in the round and flat, regulator pins, and its effects on timing.



Creating Jigs & Fixtures for the Lathe—

Jerry Faier, CMC21, FAWCI

October 13, 2018 (1/2 CEU)

Students will learn more ways of "catching center" in a piece of stock. We will also discuss topics such as material selection, hardening and tempering processes, devices to correct depthings, refacing anchor pallets, and more. Students will also make several jigs and fixtures to take home to help with their own bench work.



Success in the Marketplace Michael Gainey, CC21—

October 12, 2018 (1/2 CEU)

This class is designed to prepare you for the challenges of operating a successful and profitable clock or watch repair business in the 21st century. We will discuss the value of clockmakers and watchmakers to the public, your image, and promotion of that image via websites and social media. Other topics include: shop organization, long-distance repairs, deposits, guarantees, estimating, and business policies for protection and profit.



Modular Chronograph Repair Issues— Robert Flood, CW21, WOSTEP/ Technical Instructor for Breitling USA

October 12, 2018 (1/2 CEU)

This technical lecture will focus on modular chronographs from the manufacturer Dubois Dépraz. We will go in-depth on how these chronographs function, common repair issues, and how to properly service the modular.



Jason Champion, CW21



Jason Ziegenbein, CW21

Hands-On with CAD— Jason Champion, CW21 & Jason Ziegenbein, CW21

October 13, 2018 (1/2 CEU)

This class will use Fusion 360 to model, generate technical drawings, and demonstrate its capabilities to have the model manufactured through traditional CNC as well as 3-D printing. Go to awci.com/event/hands-on-with-cad for Prerequisites/items needed.



Tools and Techniques to Up Your Watchmaking Game— Tom Schomaker, CMW21

October 13, 2018 (1/2 CEU)

Learn how to use your new and existing equipment in the most productive way. Decrease the duplication of tasks by learning new servicing techniques that will improve your efficiency. Timing and troubleshooting tips also will be offered.

Thursday evening demonstrations:

Rose Engine Turning with David Lindow

Battery Technology with Henry Kessler

Advances in Timing Machines with Witschi

Generations with Jason Champion



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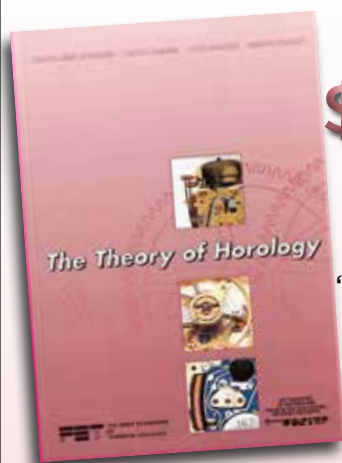
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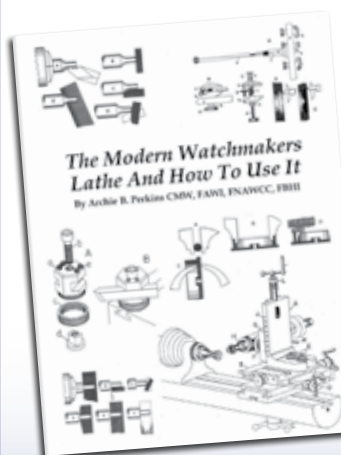
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The Modern Watchmakers Lathe And How to Use It

By Archie B. Perkins, CMW, FAWI, FNAWCC, FBHI



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Any course in watchmaking, clockmaking, and repairing would not be complete without adequate instruction and practice in using the watchmaker's lathe as well as instruction and practice in using saws and files. When restoring antique watches and clocks, the restorer must be skilled in the use of the lathe, saws, and files to make and alter parts to fit the mechanisms. This book will teach you these skills! With more than 400 pages and 548 illustrations, it is a powerhouse of information and instruction by one of the most extraordinarily talented teachers and authors, Archie B. Perkins. Each chapter includes a summary, questions about material in the chapter, and a reference guide for further reading.

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THE MODERN WATCHMAKER'S SHOP



It's always important to smile while handling the watch to show that you value the client's timepiece. Also, having a loupe handy is critical during the inspection phase. Handwritten notes are important in addition to logging the watch into computer software.

Photo courtesy of Brinker's Jewelers

By Aaron Recksiek, CW21

The Take-In Process

Your initial interaction with a customer who brings an item in for repair is crucial. It can set the tone for the experience that customer will have with your business. You must strike a delicate balance. On one hand, you want to be thorough, professional, and protect the business from potential problems. On the other hand, you want to be personable, likeable, and show that you genuinely care about the customer's timepiece. You need to make customers feel like you have nothing better to do at that moment than look over their watches with them.

Watchmakers are notoriously introverts, which can cause problems when they are interrupted in the middle of a repair by customers or store staff. I admit, I have struggled in the past not to be irritated when interrupted, and it is still something I work on improving every day. Customers can tell when you aren't giving them your full attention and you are focused on returning to your bench. Whether you handle the take-in process yourself or have store personnel interact with customers, it is important to implement the proper procedures and techniques or train the store staff to use them.



Mt. Olympus
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• Watch Take-In Form •

Job #: _____ Date: _____

Customer name: _____

☐ Phone#: _____ 2nd #: _____

☐ Address: _____

☐ Email: _____

Preferred contact method: ☐ Phone ☐ Email

Description: ☐ Name on dial: _____

☐ Case color: _____ ☐ Dial color/type: _____

☐ Case shape: _____ ☐ Case size: _____

☐ Model #: _____ ☐ Serial #: _____

☐ Bracelet color: _____ ☐ Bracelet type: _____

☐ Bracelet link count: 12:00 _____ 6:00 _____

☐ Bracelet #: _____ Movt. caliber: _____

☐ Any other markings: _____

Condition: ☐ Case/case back: ☐ Normal wear/tear ☐ Extra wear

☐ Improper refinish: ☐ Major damage, location: _____

Bezel: ☐ Scratched ☐ Dented ☐ Faded ☐ Doesn't rotate

Crystal: ☐ Scratched ☐ Chipped ☐ AR coating scratched

Crown/tube: ☐ Scratched ☐ Dented ☐ Wobble ☐ Stripped

Dial/hands: ☐ Spotted ☐ Centered ☐ Water damage

☐ Faded ☐ Luminous cracked ☐ Scratched/damaged

Bracelet: ☐ Scratched ☐ Stretched ☐ Worn

☐ Major damage, location: _____

Other damage, not listed: _____

Water resistance pre-test: ☐ Pass ☐ Fail ☐ Can't test/Not WR

Work notes (description of problem, special customer requests, preliminary estimate, pre-approved amounts, etc.):

Customer declared value: _____

The description(s) and value(s) of the article(s) listed above are mine alone. I understand this store is not responsible for identification of the stones, jewelry, or watches listed above. I also affirm these stones are not altered by fracture filling and/or by any other treatment means, unless I specifically list that above in the instructions. I further understand this store is not responsible for loss, damage and/or theft of my jewelry unless proven it was due to its negligence. I further understand damage and/or loss strictly due to such negligence is limited to the actual cost of repair or replacement, not to exceed the value I listed above and, when no value is listed, it is agreed that value is no greater than \$75.00.

I have read and understand the disclaimer of liability, its purpose being to induce this store to repair my jewelry and I agree to be bound by all of its terms and conditions.

☐ Customer signature: _____



This is the form our store uses. It can be modified to fit the needs of your business. Use this form for every job you take in.

The following process represents a standard that we should all strive to achieve. However, you must tailor the procedures to fit your service environment. Modify certain procedures to improve the customer experience in your specific environment.

With this in mind, I would like to cover two main areas of focus: first, the procedures you do when receiving jobs for repair, and, second, the interactions and communication with the customer or point of contact.

The most important elements of good take-in procedures include:

- A thorough job envelope or repair contract with inspection and documentation of the watch.
- Setting customer expectations
- Upselling

Job Envelope

The days are quickly approaching (if they are not already here) where everyone will be using some form of digital job tracking. Digital tracking systems are convenient and may appear more professional than handwritten paper envelopes. However, it is still important to have some form of handwritten note on the ticket, even if it's just your name or notes about what was discussed during the interaction. It makes the process less robotic and reminds customers that they left their watch with a human being. Whichever method you use, generate multiple copies of the ticket—one to go with the customer and one to go with the job. You can also generate an additional ticket to be stored in a fireproof safe in case the computer crashes and the data becomes inaccessible.

Taking and storing photos of each job is useful but usually not sufficient to replace a complete written description. Several important things should appear on *every* job ticket:

- **Customer name and multiple forms of contact information.** Multiple phone numbers are helpful. Email addresses can be one of the most useful methods of contact. Not only is it quicker than calling with updates or estimates, you have a written record of those conversations.
- **A repair number.** Repair numbers are generated automatically with most soft-

ware or already printed on paper envelopes. You can generate your own repair numbers by using the date and the order in which the repair was received that day. For example, the first watch brought in on August 2, 2018, would be repair #080218-01.

- **A description of the article being left.**

When receiving a watch for repair, never let the customer leave before you perform a thorough inspection and document the results. The following qualities should always be included in the description—

- ✍ Name on the dial
- ✍ color of the metal (or other materials used, including stones)
- ✍ shape of the case, case size, style of the watch
- ✍ bracelet or strap size and style
- ✍ dial color
- ✍ any model numbers, serial numbers, and bracelet numbers

Because the take-in process is so brief, it's important to not make too many assumptions. That's why you should write the color of the metal instead of "18 karat gold." Record the actual brand name instead of writing "name on dial."

The condition should also be noted. You want to make sure the customer is fully aware of any damage or other issues. There are many things the customer will not see unless you point them out. Here is what to look for and document:

- ✍ Any indication the watch is counterfeit
- ✍ Any damage or evidence the watch has been dropped
- ✍ Dents, especially in the crown or case back
- ✍ Moisture damage
- ✍ Cracks or chips in the crystal
- ✍ Damage from previous repairs
 - ☒ scratches on the case back
 - ☒ scratches on the dial or hands
- ✍ Damage or aging to luminous material on the dial or hands
- ✍ Worn or damaged links in the bracelet
- ✍ Does the watch wind?
- ✍ Does the watch set?

- **A thorough description of why the customer left the item for repair.** This will expedite the estimation process and help

eliminate any misunderstandings about what service the customer expects.

- **Specific repair requests.** For example, some customers might not want the watch refinished, or they might want the strap reinstalled upside-down. Tailoring service requests will bring customer service to a much higher level and increase the customer's satisfaction with the repair.
- **Any preapproved repair amounts.** This can be a major timesaver when you have a general idea of what the costs might be. Allowing customers to preapprove a maximum estimate will allow you to bypass the estimation process in many cases. It's also a pleasant surprise and builds trust for the customer when the repair cost falls below the preapproved amount.
- **A limitation of liability and customer signature***

The description(s) and value(s) of the article(s) listed above are mine alone. I understand this store is not responsible for identification of the stones, jewelry, or watches listed above. I also affirm these stones are not altered by fracture filling and/or by any other treatment means, unless I specifically list that above in the instructions. I further understand this store is not responsible for loss, damage, and/or theft of my jewelry unless proven it was due to its negligence. I further understand damage and/or loss strictly due to such negligence is limited to the actual cost of repair or replacement, not to exceed the value I listed above, and when no value is listed, it is agreed that value is no greater than \$75 (customer-declared value).

I have read and understand the disclaimer of liability, its purpose being to induce this store to repair my jewelry, and I agree to be bound by all of its terms and conditions.

Signature _____

Sometimes the customer might see these rigid procedures as overkill. By requiring so much paperwork and overloading the take-in process, you can lose a lot of the personal touch that is so valuable when interacting directly with the customer. This is primarily where that delicate balance comes into play. You can certainly choose which procedures you would like to implement, depending on the expectations of your customers, but why is it important to follow such rigorous and sometimes time-consuming procedures?

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- Helps in quality control
- Helps you protect yourself from fraud
- Helps you protect yourself from accident
- Improves your likelihood of being properly compensated in the unfortunate event of an insurance claim
- Helps protect you in the case of burglary or fire

Setting Customer Expectations

This can be the single biggest factor in how the customer will view your service process. It's important to be knowledgeable but not arrogant. You must treat every watch with respect. It's not up to you to decide if the watch is worth being repaired; that is up to the discretion of the customer. Customers often ask me, "Is it worth it?" My response varies, but I always explain that I never put a price on sentimentality. Unless they ask for a specific resale value, I always leave the ball in their court. People like what they like. When somebody has been wearing a watch for several decades, a dollar spent on a repair is worth more than a dollar spent on a new watch. They already know they like the look and feel of that watch. They may not even know how much they are attached to it until it is gone. I've seen it happen countless times: somebody will opt to buy a new watch and they will end up getting the original watch repaired because they missed it.

It is our responsibility to temper the customer's expectations about what performance to expect from the watch when you are done with the service. Make sure to cover aesthetics, timekeeping, power reserve, and water resistance.

It's vital to be clear with customers about turnaround time. They should have a clear picture of when to expect an estimate and how long the total repair will take to complete. Assure them that they can contact you any time for an update. Inform them that not only will you contact them when the repair is complete but also if anything changes with their repair as far as price, completion date, or performance issues. For example, it's not uncommon to realize midway through the service that a watch will not be able to have water resistance restored.

During the inspection process, if you can determine that certain components will need to be replaced

in order to meet certain performance standards, make sure to inform the customer at this time and document this in the job notes. You should also inform them if replacing those components are mandatory to meet your warranty or brand-specific requirements.

Upselling

This is the perfect opportunity to utilize the profit-generating qualities of providing watch service. Add-on items can help your shop go from breaking even to turning a substantial profit. You can only charge so much for your time. There is a breaking point for what people are willing to pay for routine service, and you want to stay competitive. However, add-on items do not affect your service cost to the customer, but they do allow you to make more money per job while spending little additional time and effort. I usually try to explain it this way to customers: The watch is already here and, in some cases, they can save on installation labor costs because the watch will already be disassembled.

Make sure you explain the difference between function and appearance. Most watchmakers have been trained to focus on functionality, taking broken things and making them work again. There are many cases where the customer cannot see the functional aspects of a component, but they can see scratches in a watch crystal or wear on the bracelet. Replacing additional components for aesthetic reasons can have a huge impact on the look of the final product and can drastically improve customer satisfaction.

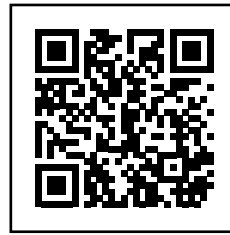
Straps and bracelets are the most common item you can add on to routine service. It's important to keep a wide variety in stock because in most cases the customer will want to see the product before agreeing to purchase it. Crystals are another common add-on item. You can offer gasket replacement and water resistance checks on watches that are coming in for a new cell. If you work on pocket watches, you should have an assortment of display domes for sale. Most people having a pocket watch repaired are doing so because it is a family heirloom. They want to display it somewhere prominently while also protecting it from too much handling. Actually, I sell more domes to people who decline estimates on their pocket watches than those who have them repaired. This brings in income from a source that wouldn't have existed otherwise. If after talking to a customer you learn that he or she is not very active anymore, you can suggest an

automatic watch winder to help minimize comebacks because the customer is not active enough.

The most important thing you can do is exceed every expectation the customer had before entering your business. Most people have formed an opinion about what to expect, possibly based on stereotypes from the past. It is our responsibility as modern watchmakers' shops to change some of the perceptions and increase the customer's desire to do business with our industry. Remember, no one inherently "needs" what we do. It's up to us to create the demand and perpetuate the craft for future generations.

Source

AWCI Customer Reception Take in Procedures Webinar, Published on Youtube.com June 23, 2016.



<https://www.youtube.com/watch?v=AMpBQ7NUBKE>

Aaron Recksiek is an independent watchmaker in Salt Lake City, Utah. He is a graduate of the 2008 WOSTEP class at the Lititz Watch Technicum.



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-Michael Gainey, CC21



From the Workshop

By Jack Kurdzionak, CW21, FAWCI

Baselworld Earthquake

On July 29, 2018, Swatch Group released news that shook Baselworld and its management as if an earthquake had occurred. Swatch Group CEO, Nick Hayek, announced that beginning March 2019, participating in Baselworld is not an option. Hayek says, “Traditional watch shows are no longer useful for Swatch.” Baselworld will take a 50 million Swiss franc (over \$50 million) hit to its income and a devastating loss of prestigious brands for the exhibition. This news confirms my earlier observation that Baselworld is in trouble. We are certain to learn more when the aftershocks settle down.

Professional Environment Horology and Jewelry (EPHJ)

Last month's column featured the highlights of my first day at the Geneva EPHJ trade show. Later that same day, AWC member Jerry Sussman and his wife, Julie, arrived at the Swiss B&B. Jerry is a tenured professor at MIT in Cambridge, Massachusetts. In addition to Jerry's academic pursuits, he has been studying watch repair for over 30 years. As we explored the exposition, we met with Martin Schürch and Ives Soldati, some old friends of AWC who were demonstrating new products from Witschi. Those who attended the 2017 annual convention in Tampa will remember Schürch's Witschi educational presentation.

We met Philippe Reich, CEO of Hormec Technic SA. His late father, Leon Reich, was about 20 years old and already a talented watchmaker when he was liberated from a WWII concentration camp in 1945. He made his way to Switzerland after the war and worked as a watchmaker in Biel before starting Hormec in 1964. Not only was he a watchmaker, but he was also a talented engineer who eventually held 17 patents for his designs of machinery and equipment for watch manufacturers. His specialties were automation for watch movement assembly and testing, and precision equipment for applying lubricants.

While most bench watchmakers may not have heard of Hormec, many actually own a precision screwdriver shaper and sharpener that he invented. This device makes it easy to hollow-grind a screwdriver blade to make a perfectly shaped and parallel-tipped screwdriver. On my first Baselworld visit in 1994, I met Leon at his Hormec booth and saw the screwdriver sharpener on display. I purchased the sharpener and have used it regularly since then. Whenever I stopped to visit with him at the Hormec display, Leon always took the time to sit down with me and generously share his wealth of experience. This year it was my pleasure to meet with his son, Philippe, and see that he is carrying on his late father's business.

It was relatively easy for us to comprehend the nature of many exhibitors' businesses because we recognized the company names or trademarks. If we didn't recognize a company, we always stopped and asked for more information. Schneeberger Décolletages SA was such a company. I wondered what a Schneeberger or a Décolletage was, so we visited the booth and met with Didier Kummer, administrative manager



Didier Kummer of
Schneeberger Décolletages SA
at the EPHJ trade show.

of the company, who explained it all. Schneeberger is the surname of the company's owner and director, and *décolletage*, in this instance, is shaping of parts in a lathe. The company is a precision machine shop that provides custom-made parts for the horological, medical, dental, and automotive industries. Although their focus is on high-precision machining, their client base is diversified so they are not overly dependent upon any one category of customer. I asked Kummer if the company could custom-make a balance staff for a watch, and his answer was an emphatic, "Yes, and how many will you need?" The exhibitors at EPHJ were there to do business directly with clients and potential customers. Unlike Baselworld, where most of the exhibitors hire receptionists to screen visitors before they meet with the sales staff, the EPHJ displays were staffed by salespeople and technical staff who would meet visitors directly. All we needed to do was introduce ourselves and exchange business cards. Whereas conservative business attire is the norm at Baselworld, vendors and visitors were dressed casually at EPHJ. It was a refreshing change from the formalities of Baselworld. Overall, EPHJ has a more relaxed atmosphere in which to do serious business.

No visit to Switzerland is complete unless we see our colleagues at Greiner Vibrograf. They manufacture the ACS 900 cleaner, as well as distribute the Wellner cleaning machines in Switzerland and Europe. We also met with Michaela Zeller, who demonstrated the prototype design for a new lapping machine that will soon be on the market. The lapping machine will make some refinishing tasks on watch cases much simpler and give far better results. This new machine will be a generic version of machines now in specialized production for watch-company service centers. It seems that

each time I think I have all of the equipment necessary for a modern repair shop, new equipment arrives on the market that I need to purchase.

Diversify, Diversify

A few years ago, a major group of brands utilized about 10 independent service centers here in the US. They were strategically located in major population centers and serviced the collection of brands owned by the Swiss parent company. At that time the parent company had its own service center, which was too small to handle the service requirements for its many brands. Therefore, utilizing the independent service centers made perfect sense because these independents had the equipment and expertise to meet company standards. It was a symbiotic relationship. The watch brands were able to meet the service requirements they needed, without a huge capital expenditure on their part, and the independents had an assured supply of work and spare parts for those brands. After a while, the Swiss parent company decided it would be better for their brands to more closely control the after-sales service by handling the service in-house. They made the decision to phase out the independent service centers, while phasing in company-owned service centers. As they gradually terminated their agreements with the independent service centers, the owners of the remaining service centers became uncertain of their future. Several had become very dependent upon the business these brands directed to their shops, without ever considering that their agreements with the brands could be terminated unilaterally in a matter of months.

When one of those remaining service-center owners asked the brand manager about their future relationship, the short answer was, "It is time to



Jack with Michaela Zeller at the Greiner Vibrograf display at the EPHJ trade show.



Ives Soldati discussing Witschi equipment with Jerry Sussman.



Jerry Sussman, left, and Martin Schürch, right, at the Witschi display for the EPHJ trade show.

diversify.” Much earlier in my watchmaking career, I did repairs for many Boston-area jewelry stores. One very busy store I worked with had more than enough work to employ a full-time trade watchmaker. This shop’s owner asked me if I would be willing to stop accepting repairs from other stores and work exclusively for his store. He assured me I would have plenty of work and a regular paycheck all from one source. Although his offer was tempting, I decided not to accept it and continued servicing numerous small accounts. Within a year after refusing his offer, my decision was validated. When the owner approached me about working for him, he did not mention that he was quietly seeking a buyer for the store. Because this store was in a prime location and was highly profitable, the owner was able to sell it for a substantial amount. The buyer had cash but lacked previous experience operating a watch store, or any type of retail store. Within eighteen months the new owner filed for bankruptcy. I did lose that store as a client, but that loss was insignificant in light of what it might have been if that store was my only client.

Diversify Your Work Mix

Regardless of the nature of a business, dependence upon one source of revenue is a high-risk strategy. Although it can be very tempting to work almost exclusively for a large client, it carries a significant risk if the arrangement sours. I speak with many watchmakers each week, and I often ask about business. Many watchmakers reply that there is more work than they can handle. At first that sounds good, until they tell me they are swamped with work from a single brand or client. What happens to the

watchmaker if the brand or client decides to make a change, like using another watchmaker for service? Maybe the brand or client decides to unilaterally terminate spare parts accounts? What happens when the parent company in a foreign land decides to stop paying its bills? Any independent watchmaker with a dependence upon a single account for a high percentage of income is at risk. Business prosperity can disappear almost instantly in such a situation. It makes no difference if you are a sole proprietorship or a very large business, reliance upon a single large account is very risky.

If you expect to work many years at the watchmaker’s bench before retirement, consider diversifying the mix of watches accepted for repair. Develop a broad range of skills to repair a wider variety of watches. Such diversification will insure that your business will not be severely impacted by a single client’s action. One strategy includes adding vintage and antique watch repair to your skill set. Servicing vintage and antique watches involves specialized repair skills and also requires the ability to locate obsolete spare parts. It can be done but does involve learning new techniques that differ from the regular routine of repairing current-production watches. Always remember that watchmaking education is a continual process that does not stop upon graduation. Your profession will take care of you if are willing to help yourself and diversify your skill set.

Jack Kurdzionak, watchmaker and watch material specialist, owned a Boston-area watch sales and service shop for 40 years. He has a BS (Northeastern University, 1967) and has studied at ETA, WOSTEP, BHI, SGUS, and AWCI, and works for Eckcells Watch Materials.

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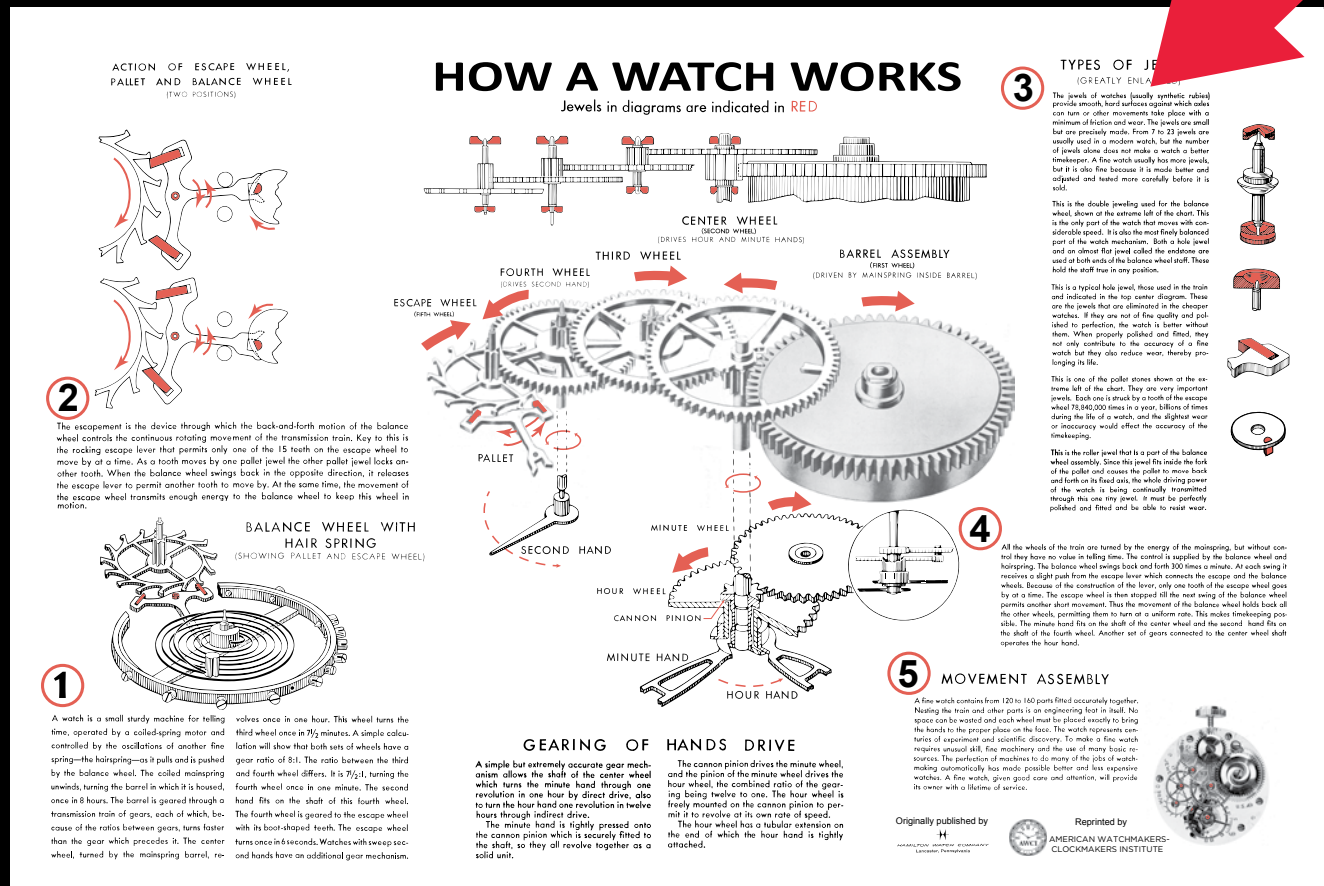
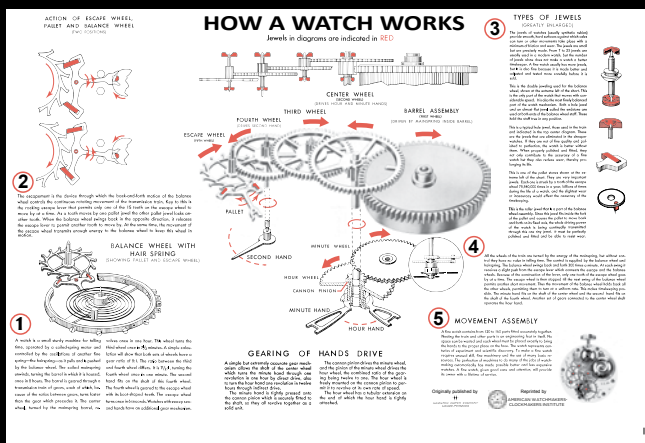
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AFFILIATE CHAPTER HIGHLIGHTS

Watchmakers/Clockmakers Association of Ohio (WAO)

By Michael Gainey, CC21, and Brad Wellmann, CC21

President: Lew Fleege ♦ Vice President: Bill Miller
Treasurer: Mark Baker, CMW, CC21 ♦ Secretary: Jay Barber

The Watchmakers/Clockmakers Association of Ohio held their 72nd annual convention July 13-15, 2018. This year our convention was held at the Carlisle Inn in Sugar Creek, Ohio, in the heart of beautiful Amish country.

Every year we hold our conventions with the main goal of providing programs of advanced education to the horological community. This year Michael Gainey presented a one-day class “The Repair of Herschede Tubular Bell Clocks,” and Tom Schomaker offered a one-and-a-half-day class, “Repairing Escapement Issues.”

Michael Gainey, CC21, shared his wealth of knowledge acquired over 40 years of restoring and servicing clocks, including over 200 Herschede bell movements. His main goal was to focus on those points unique to the most common Herschede tubular bell movements.

He began with an introduction of the subject by discussing the skill and confidence necessary to perform a proper job and avoid comebacks. Moving on to specific repair issues, he covered topics such as:

- readjusting the deadbeat escapement after ruts are removed
- anchor replacement when necessary
- proper bushing installation
- polishing and adjusting of levers and pins
- rebuilding the hammer assembly, including replacing the hammer dampers and straightening bent pins on the pin cylinder
- old and new lift lever designs
- replacing a damaged gathering pallet
- proper fit of rack hook to rack
- corrections to the minute wheel
- proper cleaning and checks of the main wheels and maintaining power assembly
- cable replacement tips
- self-adjust chime adjustments
- delivery and installation tips
- parts availability
- pricing concepts
- repair times

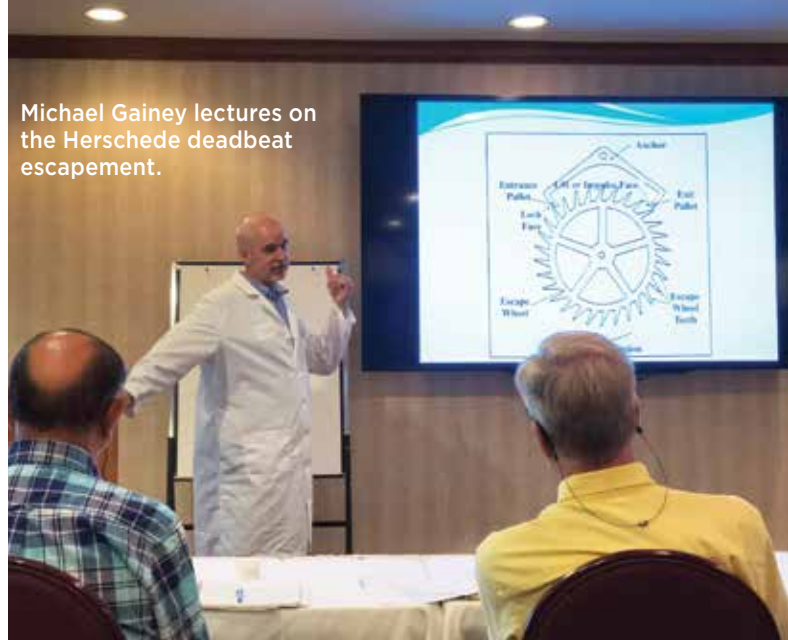
It was clear that he had more material than he was able to cover in an eight-hour class.



Attendees at Michael Gainey's class, “The Repair of Herschede Tubular Bell Clocks.”



Michael Gainey explains areas to polish on the levers and pins of a Herschede movement.



Michael Gainey lectures on the Herschede deadbeat escapement.



Michael Gainey explains the Herschede movement. Left to Right: Lew Fleege, Michael Gainey, Elgin Eisler, and Chris McVetty.



WAO members attend Michael Gainey's class, "The Repair of Herschede Tubular Bell Clocks," at the convention in Sugar Creek. Pictured left to right: Lew Fleege, Matt Kluesener, Chris McVetty, Instructor Michael Gainey, Elgin Eisler, Rob Phillips, Larry Von Blon, Steve Shroyer, Willie Adams, and Mark Butterworth.



Tom Schomaker conducts a class at the WAO convention.

Tom Schomaker, CMW21, shared a vast amount of his knowledge acquired over 38 years in the trade, including brand-specific training numerous times in Switzerland, and training on Rolex and Breitling timepieces. He has also performed after-sales service for a Swiss manufacturer of complicated watches and has operated his own watch repair business. In Tom's hands-on class, students learned how to identify and correct power-robbing friction in and around the escapement, and how to make the appropriate checks and corrections on difficult watch movements. More specifically, he presented:

- overview of the nomenclature of the lever escapement and its various components
- general repair procedures
- checking the various escapement components for wear or damage
- adjustment and correction of the division of the escape wheel, the lever, and balance wheel

- correction of the clearance of the fork horns and guard pin
- adjusting the pallet jewels
- logical steps of repairing the lever escapement
- use of the escapement meter
- beat noise and amplitude
- timing adjustments and analysis

We typically have representatives from horological supply houses in attendance. This year we had Wm. S. McCaw Company, Gaber & Company USA, and Butterworth Clocks, Inc. on hand to showcase tools, shop supplies, and other items for sale.

Almost everyone receives a door prize when they attend a WAO convention. Horological-related door prizes were provided by Cas-Ker Co., Gaber & Company USA, Hermle North America, AWCI, Jules Borel & Co., Esslinger.com, and Merritt's. Thanks to Linda McKinney and Shelly Barber who helped with door prizes. On Friday and Saturday evenings we gathered as a group at the Der Dutchman restaurant to socialize and dine on delicious Amish food.

Once again WAO has delivered a successful convention, providing educational opportunities and the chance to catch up with old friends and make new friends. We invite you to join us for next year's event. Watch for details to come.

“Several vendors were on hand to offer products at a discount and answer questions. The venue and the Amish food were outstanding, and the family-style dinner was a great opportunity to get to know some of the people I had previously only spoken with over the phone. If you have never attended one of these events, take my advice and don't put it off. Make plans now to attend next year. I hope to see you there.”

Steve Shroyer
Cottage Clock Shop, LLC
Galion, Ohio



Chris Gaber, center, of Gaber & Co. displays his wares to Steve Shroyer (L) and Rob Phillips (R) at the WAO convention.



Matt Kluesener (L), and David Wilson from Wm. S. McCaw Co. (center) watch while Rob Phillips examines products for sale.



Rob Phillips, Willie Adams, Mark Butterworth, and another customer (from left to right) at the Butterworth Clocks, Inc. vendor table.

Michael Gainey is the owner and operator of Master Clock Repair in Columbus, Ohio. He frequently teaches classes and workshops on clock repair.

Brad Wellmann operates Bradley Clock Service in Cincinnati, Ohio. He has served on many AWCI committees and currently serves on the Board of Examiners for clock certification and is a director of the Watchmakers-Clockmakers Association of Ohio.

AWCI Welcomes New Members

Jim Achenbach CA
Damon Anderson NE
Michael D. Anderson CA
Willet Ardis PA
Brett Augarten WA
Robert Bacon AZ
Katherine Benson CO
Robert P. Berry MO
Ryan Blake WA
Arayk Boghazian CA
Calvin J. Brigham WA
Delton L. Brown Jr. AR
Daniel Clewis FL
Jonathan Dailey TX
Lew Fleege OH
Ivan N. Frerichs WA

Mike Gillespie KS
Gabriel Gorelik MA
Russell William Hicks TX
EJ Kraai Netherlands
Eugene Lam Australia
Debra Larkin NJ
Shil Lee WA
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Oscar Medina AZ
Kino Messiah WA
Riley Moore WA
Josh Romig PA
James D. Saling WA
Matthew K. Schwartz CT
Tom Smalley CO
Tom Wilcox PA



FLORIDA
Florida Watch & Clockmakers Association, Inc.
 Fabio Rodrigues, CW21
 President
 786-344-2840
 fabusa@me.com

Vadim Shersher
 Vice President
 North Miami Beach, FL
 305-956-9676
 usawatchrepair.com@gmail.com

Richard LeBeau, CMW21
 Treasurer
 Saint Petersburg, FL
 727-347-3758
 SSastar7@aol.com

Chris Wiles, CW21
 Education Chairmen
 239-671-3203
 chriswiles1@mac.com

INDIANA
Indianapolis Horological Association
 Monique Baez, President
 2064 Alysbea Drive
 Indianapolis, IN 46234
 317-374-3915
 moniquebaez@rocketmail.com

MASSACHUSETTS
Massachusetts Watchmakers-Clockmakers Association, Inc.
 Christopher Carey
 Newton, MA
 617-244-3779
 wabrwn@aol.com

MINNESOTA
Midwest Watchmakers-Clockmakers Association
 Fred Fischer, President
 Hugo, MN
 651-429-3340
 cadcom@msn.com
 www.mwca.us

MINNESOTA
Minnesota Clockmakers Guild
 Ivy Booth, President
 612-719-0161
 lboothrm68@gmail.com
 Dean Ziegenbein, Secretary
 4651 152nd Court
 Apple Valley, MN 55124-6801
 952-454-1247
 ziegedw@gmail.com

MISSOURI
Metro St. Louis Watchmakers-Clockmakers Association
 Judit Katona, Secretary
 watchmaker4225@gmail.com

NEW JERSEY
Watchmakers Association of New Jersey
 Richard Cuny, President
 Tom's River, NJ
 732-818-9460
 www.wanjj.us

NEW YORK
Horological Society of New York
 Nicholas Manousos, President
 New York, NY
 info@hs-ny.org
 www.hs-ny.org

New York State Watchmakers Association
 Dale LaDue, CMW21
 West Henrietta, NY
 585-424-1493

NORTH CAROLINA
North Carolina Watchmakers Association
 Mack R. Shuping, CW21
 Treasurer
 Winston Salem, NC
 336-287-8402
 336-768-1857 (fax)
 mshupingwm@earthlink.net

OHIO
Watchmakers-Clockmakers Association of Ohio
 Lew Fleege, President
 Orrville, OH
 fleege@zoominternet.net
 330-683-2391

Mark A. Baker, CMW, CC21
 Treasurer
 15852 1/2 St. Rt. 62
 P.O. Box 292
 Damascus, OH 44619
 330-537-3939 (W)
 bakerclock@voyager.net

PENNSYLVANIA
Watchmakers Association of Pennsylvania
 George H. Jones
 State College, PA
 814-238-1668 (B & H)
 jones_grace@hotmail.com

TEXAS
Capital Area Watch & Clockmakers Guild
 Glen Morehead, President
 Jay Holloway, Secretary
 Pflugerville, TX
 512-294-7371
 jay@HollowayTrading.com
 www.cawcg.org

VIRGINIA
Horological Association of Virginia
 John Polk, President
 116-C Ballast Rock Rd.
 Powells Point, NC 27966
 804-335-5006
 polk.jcp@gmail.com
 http://havhome.org

WISCONSIN
Wisconsin Horological Society
 Jeff Bergey, CMW, President
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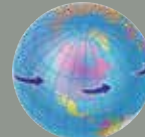
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 Panama City, FL
 850-866-4303
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 thechronometerclub@gmail.com
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Minnesota Clockmakers Guild (MCG)

The August meeting was a Saturday visit to Jeff Johnson's clock repair shop in Alden, Minnesota. For July, Paul Widenhoefer gave an informative and educational presentation about heat-treating metals. He talked about which furnaces, forges, tempering ovens, and quenching oils to use to achieve the desired results. After watching Widenhoefer's step-by-step demonstration, members of MCG used his equipment to harden and temper their own punches. Jeff Pomeroy, Bruce Robins, and Jerry Wisdorf donated books for door prizes. Jeff Johnson won *The Watch & Clock Makers' Handbook, Dictionary, and Guide*, by F. J. Britten; Jeff Pomeroy won *Clock-Cleaning and Repairing*, by Bernard E. Jones; and Garth Antila won *The Essence of Clock Repair*, by Sean C. Monk.

Future MCG Meetings/Topics:

September 6, 2018 – "Making a One-Brick Forge" with Richard Zielike.

October 4, 2018 – TBD

MCG OFFICERS

President: Ivy Booth · 612-719-0161 · iboothrn68@gmail.com

Treasurer: Garth Antila · 715-386-3575 · 3mgarth@gmail.com

Secretary: Dean Ziegenbein · 952-454-1247 · ziegedw@gmail.com



Richard Zielike made two punches for staking the trundles on lantern pinions.



A punch is checked with a magnet to see if it has reached the Curie point, or Curie temperature, where it loses permanent magnetic properties.

Horological Society of New York (HSNY)

The following information was obtained from The Horologist's Loupe, submitted by Christa Chance, Recording Secretary, HSNY, Copyright©2018. Published by the Horological Society of New York, Inc.; all rights reserved.

The Horological Society of New York's traveling education program is heading to Asia. On September 8–9, 2018, HSNY will host classes at Malmaison by The Hour Glass in Singapore. Malmaison is a unique retail platform, designed to be a reliquary for objects of luxury, housed in an environment covering 8,000 square feet.

Specialist watch retailer, The Hour Glass, will open the doors of its salon for a two-day educational program taught by Vincent Robert, HSNY's director of traveling education, with the assistance of a certified watchmaker from The Hour Glass. One of Asia's luxury watch retail groups, The Hour Glass has over 40 boutiques in nine cities in the Asia Pacific region.

Eight watch enthusiasts will be guided through an intimate, hands-on experience, examining the inner workings of an ETA 6497 movement. The four-hour course will cover material from HSNY's Horology 101–103 classes and include exercises on movement mechanics, gear training, and winding and setting. No previous experience is required.

HSNY OFFICERS

President: Nicholas Manousos

Vice President: Luke Cox-Bien

Recording Secretary and Librarian: Christa Chance

Treasure: Charles S. Salomon



Interior of The Hour Glass, where the watchmaking class will be held.

Photo courtesy of David Morris

Vice President's Message


A couple of years ago our executive director, Jordan Ficklin, shared with the board a graph of our membership demographics and what the projections look like for the future. He recently shared an updated version of the same graph, and something is abundantly clear: Since the inception of AWCI, the average age of our membership has increased, while the number of younger professionals joining AWCI has decreased. Also, younger members are leaving the institute at a faster rate than older members. At this rate, it will be hard to sustain the institute far into the future.

Since I was elected to the Board of Directors in 2014, I have believed that AWCI is *the* national authority, and a strong international influence, in horological education, certification, and quality standards for after-sales service, and even manufacturing. I still believe this, and it takes a group of dedicated individuals leading our organization with a clear vision for growth.

The other day I was wondering what the opposite of having a vision for the future was. After a quick thesaurus search of various words, some top antonyms were: being, existence, and ignorance. I strongly believe that our membership desires to do much more than just “exist” for the future. This means *not* placing an emphasis on selling assets and

consolidating our operations to merely “exist.” I want to ask this question: What good is existing if we have lost all relevance in the process? If we wish to be relevant in this industry, it requires resources, a plan for utilizing those resources for the greater good, and the willingness to risk making mistakes and learning from them in the process. Nothing of value has ever been achieved without a certain amount of risk.

The board has recently made decisions to move forward on projects to execute a vision for future growth. It's not going to happen overnight; it will take patience but also persistence. These decisions also require support from the membership to build the momentum necessary for sustainable growth. If you are a member reading this, how have you let board members or staff know your thoughts or your vision for the future of the institute? Have you ever emailed the Board of Directors directly (awci-board@awci.com)? Have you attended a convention where you can speak to the board directly and in person?


The volunteers on our Board of Directors are the Uber drivers of this organization, but we need you, the passengers, to tell us where you want to go. Are you satisfied with merely existing? 

Executive Director's Message

- Watchmakers and clockmakers are lucky! We get paid to do what other people will pay to experience. Every time we teach one of these classes, the participants want to know how they can experience more. Several people have registered for additional classes, and all of them leave understanding that if they want to pursue watchmaking, they will need additional training before they start opening up their own watches.
- Participants are surprised at how difficult watchmaking can be. If they are collectors of luxury timepieces, they leave with a new appreciation of the work we do and a willingness to pay a little bit more for service.
- Individuals struggle to see the pivot (let alone its condition), but they can always see the piece of lint or dust under the crystal or on the black dial.

- Many collectors really don't understand how a watch works. However, they are very interested in learning, and we spend a lot of time answering their questions. With a greater understanding, they become more dedicated consumers of fine timepieces.

If you are interested in hosting a “Build a Watch” class at your business, let us know so we can plan to bring our mobile classroom to you next year.

Lastly, our convention is just a month away. While prices have gone up a little, it isn't too late to register. The convention is another great way to participate in AWCI education and an excellent way to recharge your batteries and renew your passion for horology. We hope to see you in Austin or the AWCI classroom in the near future. 

Classified Ads

help wanted

Full-Time Watchmaker

Bob's Watches

Newport Beach, California

Bob's Watches is the largest and most trusted name in pre-owned Rolex watches online and has been in business since 1999. We are looking to bring on additional Full-Time Watchmakers who have a minimum of 5 years experience repairing/servicing fine Swiss watches such as Rolex, Patek Philippe, Audemars Piguet, Piaget etc. The ideal candidate will have experience repairing date only, chronographs, perpetual calendars, automatic movements, etc.

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Compensation includes salary, bonus, benefits.

Email or fax your CV/resume with a cover letter to

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Email Address: info@fordsjewelers.com

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– AWCI Code of Ethics

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