



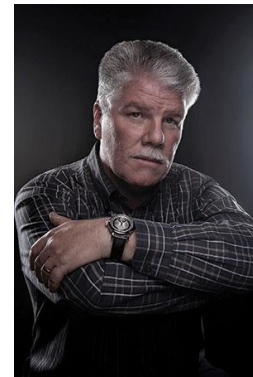
FOR IMMEDIATE RELEASE 3/22/2019

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AWCI to unveil mobile classroom at JCK Las Vegas

For 60 years AWCI has been providing quality horological education to the industry and now they are taking their training on the road. Come see their new mobile classroom and participate in training seminars at the JCK Las Vegas show.

The American Watchmakers-Clockmakers Institute (AWCI) will unveil their brand-new state-of-the-art mobile horology classroom with a ribbon-cutting ceremony 11:30 a.m., Friday, May 31, 2019 at the JCK Las Vegas Clockwork Lounge (Booth 12043). Guest of Honor Roland Murphy of RGM Watches will join with supporters of horological education to cut the ribbon and welcome show attendees to climb on board and see the future of watch and clock repair education.



1 Roland G Murphy

The Mobile Horology Classroom is named in honor of legendary watchmaking instructor Archie Perkins, author of 4 highly respected textbooks on watch restoration. It is a fully equipped training facility built on a 38-foot Freightliner chassis, which will tour the United States and bring training and events directly to professional watchmakers, clockmakers, jewelry store staff, and collectors. The mobile classroom will help AWCI provide training to professional horologists, support industry through collectors' events, and introduce new people to the world of horology by visiting career days and community events.



For years watchmaking and clockmaking education has been available at only a handful of locations around the country, and the burdens of travel and time away from the shop have made it difficult for individuals to attend training. The mobile classroom makes it possible for professionals to upgrade their skills without the inconvenience of travel and closing down the shop for long periods of time. The classroom is equipped with 9 custom watchmaking benches and the latest tools from Beco Technic, Bergeon, Witschi, Elma,

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Our Industry Partners





Greiner Vibrograf, and Jules Borel; and with the additional generous support of Illinois Watch Company, Renata Batteries, Ronda, JCK, and Johnson Investment Counsel, AWCI will be training more people than at any time in its history.

Mobile Classroom Events at JCK

The Archie Perkins Mobile Classroom will be in the Clockworks Lounge Booth 12043 throughout the JCK Las Vegas show, and AWCI's watchmaking professionals will be available to answer all your watch- and clock-related questions. Come by anytime for a tour of the mobile classroom, to discuss training needs for your store, or for a free watch battery replacement compliments of Renata batteries.

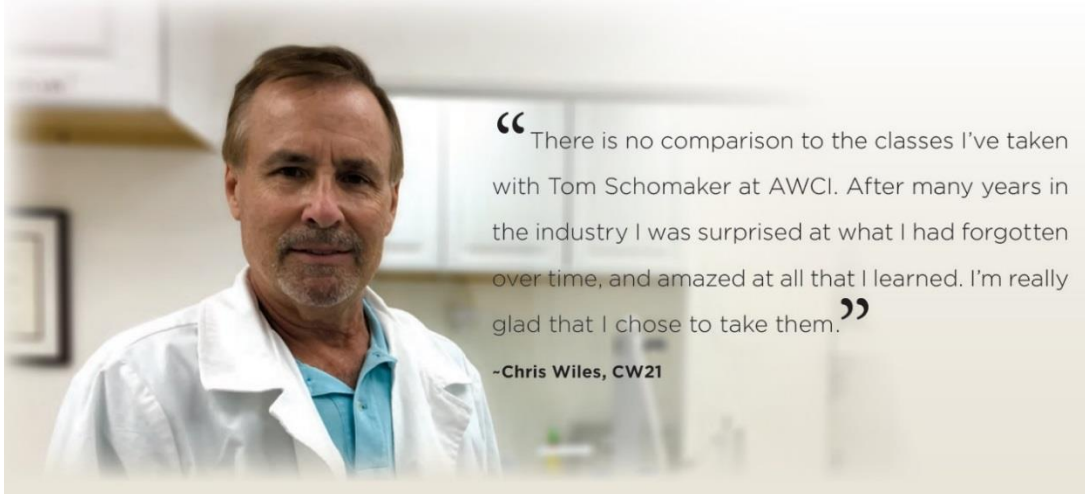
The following hands-on seminars will be available with limited seating:

Friday May 31, 2019	10 a.m. Profitable Watch Battery Replacement 2 p.m. Opening and Closing Difficult Watch Cases
Saturday June 1, 2019	10 a.m. Sizing Watch Bracelets 2 p.m. Profitable Watch Battery Replacement 4 p.m. Identifying Fake Watches
Sunday June 2, 2019	10 a.m. Opening and Closing Difficult Watch Cases 2 p.m. Sizing Watch Bracelets 4 p.m. Identifying Fake Watches
Monday June 3, 2019 (required)	BUILD A WATCH with Roland Murphy (pre-registration required)

Additional Mobile Classroom Events

May 17-19	Bay Area Maker Faire
May 24	Build a Clock with Mt. Olympus Clocks, Salt Lake City, UT
May 25	Build a Watch in Salt Lake City, UT
June 21 & 22	Build a Watch with Schiffman's Jewelry in Winston-Salem, NC
July 1	Build a Watch in Boston, MA
July 26-27	Watchmaker's Association of Ohio Annual Meeting
August 9-12	Atlanta Jewelry Show
September 14-15	Massachusetts Watchmakers Association Meeting
September 21-22	World Maker Faire, New York City
October 25-27	Florida Watchmaker's Association Annual Meeting

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“ 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

More about the Mobile Classroom

The Archie Perkins Mobile Horology Classroom is the world's first custom-built horological classroom on wheels. The classroom features 9 custom-made, height-adjustable watchmaking benches with VOH armrests from Beco Technic. Each bench is equipped with compressed air and vacuum, a full set of hand tools from Bergeon and Beco Technic for the watchmaker, and the latest timing machines from Witschi. The classroom has a 4-foot screen and projector and individual monitors which can display the instructor's presentation, bench camera, or digital microscope.

The vehicle is handicapped accessible, has a restroom on board, and a dedicated cleaning room with the latest cleaning equipment from Elma and water-testing equipment from Greiner Vibrograf.

The mobile classroom was built to meet the needs of the luxury watch and clock industries. When the classroom arrives in a city, the primary goal is to deliver quality training programs to professional watchmakers and clockmakers through AWCI's affiliate chapters and to meet the training needs of retail watch and jewelry establishments. The classroom will also host AWCI's acclaimed Build a Watch events for collectors, which have been featured in *Revolution Magazine* and *Professional Watches* and will make appearances at high school career days and Maker Faires, giving young people a chance to experience possible careers in watch and clock repair.

In order to bring new awareness to watchmaking and clockmaking careers, AWCI is on a mission to visit all 48 continental states and participate in career day or other community events.

More about our Sponsors

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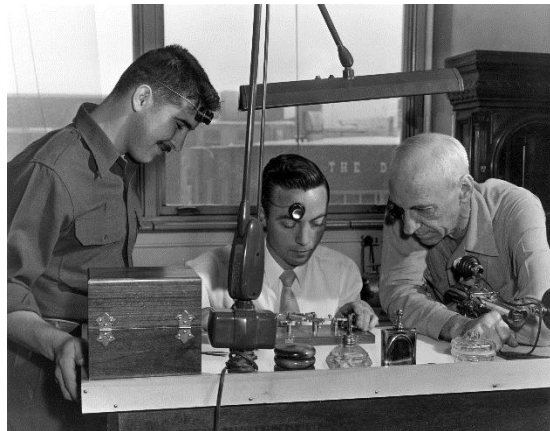


Some of the most recognized names in the watch industry have supported the mobile classroom through generous donations including:



More about Archie Perkins

Archie Perkins is a true legend in watchmaking education. He began his watchmaking career at a young age and attended the Elgin Watchmakers College from 1944-46. W. H. Samelius, director of the Elgin Watchmakers College, was impressed with Archie's abilities and had Archie teaching while he was still a student. In addition to working for jewelry stores repairing watches, Archie taught at the American Academy of Horology in Denver, Colorado, and the Emily Griffith Opportunity School where he taught for 32 years and was voted "Vocational Educator of the Year" in 1981. Even after his retirement, Archie continued to teach from home and for the American Watchmakers-Clockmakers Institute.



Throughout his career Archie was a regular contributor to *The American Horologist and Jeweler*, *Horological Times*, *Watch and Clock Review*, the *NAWCC Bulletin*, and the *British Horological Journal*. He is the author of the widely acclaimed books *The Modern Watchmakers Lathe and How to Use It*, published by AWCI in 2003, and *Antique Watch Restoration, Volumes I, II, and III*.

In the HT article from August 2015, Archie said, "Teaching and writing were the most exciting aspects of my career. I was happy to write for *The American Horologist and Jeweler*. By doing a little each month, I honed my skills in drawing. In 1978 Hal Herman asked me to write for *Horological Times*. I'm proud of my drawings, and I hope the writing is equally as good."

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Horological institutions and associations recognized Archie's contributions on numerous occasions. He achieved distinguished AWCI titles of Certified Master Watchmaker and Fellow of the American Watchmakers-Clockmakers Institute. He was also awarded Fellow of the National Association of Watch and Clock Collectors and Fellow of the British Horological Institute.

We extend thanks to Archie's family for their continued support of watchmaking education and honor him with the world's first mobile horology classroom.

More about Build a Watch Events

AWCI's Build a Watch classes are 8-hour crash courses in watchmaking! If you have ever wondered how a watch works or if you are curious about what goes on under the dial, this class is perfect for you.

Participants gain a real understanding of mechanical timepieces as they assemble a Swiss-made ETA 6497 movement, lubricate the moving parts, install a dial and hands, and case up the watch before wearing it home!



These events have been held in Los Angeles and New York and at many stops in between. With the mobile classroom, AWCI can bring these events to almost any location.

About the American Watchmakers-Clockmakers Institute:

The American Watchmakers-Clockmakers Institute (AWCI) is the professional organization for watchmakers and clockmakers in the United States. Our mission is setting service standards and educating the horological community. For almost 60 years AWCI has served as a liaison between bench



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practitioners and the horological industry as we advance the art, science, and business of horology. Members of AWCI gain access to our extensive library of books, our monthly publication *Horological Times*, more than 15,000 technical documents, and our network of professionals. To learn more and to join AWCI visit www.awci.com

For high-resolution photos and for style guidelines please visit www.awci.com/press-room

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Schedule of JCK Seminars with Descriptions

Friday May 31, 2019

10AM PROFITABLE WATCH BATTERY REPLACEMENT

Join us as we demonstrate how watch battery replacement can be a profit generator for your store. Learn hands-on how to avoid costly pitfalls and transform your watch battery replacements into your most profitable part of the day. AWCI Certified Watchmakers will demonstrate tools & techniques to build success with watch battery replacement and watch repair.

Limited to 8 participants. First come first served.

2PM OPENING AND CLOSING DIFFICULT WATCH CASES

Most watch cases open and close easily, but we have all experienced the stubborn watch case. Get hands-on with the latest tools as Certified Master Watchmaker Tom Schomaker shares the tips and techniques he has learned working in every segment of the watch industry. In this hands-on seminar you will see how the proper tools and some simple techniques will make you successful in opening and closing almost every watch case.

Limited to 8 participants. First come first served.

Saturday June 1, 2019

10AM SIZING WATCH BRACELETS

After this hands-on seminar on watch bracelet adjustment you will be able to adjust the length of a bracelet on the first try every time without any struggle. Join AWCI and our Certified Watchmakers as we offer advice and demonstrate how to measure and size a watch bracelet. Get hands-on with the latest tools to assist in removing links of all types.

Limited to 8 participants. First come first served.

2PM PROFITABLE WATCH BATTERY REPLACEMENT

Join us as we demonstrate how watch battery replacement can be a profit generator for your store. Learn hands-on how to avoid costly pitfalls and transform your watch battery replacements into your most profitable part of the day. AWCI Certified Watchmakers will demonstrate tools & techniques to build success with watch battery replacement and watch repair.

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4PM IDENTIFYING FAKE WATCHES

Counterfeit watches look more real every day. Gone are the days when you simply look to see if the second hand sweeps to know if it is a luxury watch. Join us for this short seminar and learn how expert watchmakers from AWCI determine whether luxury watches are genuine or fake.

Sunday June 2, 2019

10AM OPENING AND CLOSING DIFFICULT WATCH CASES

Most watch cases open and close easily, but we have all experienced the stubborn watch case. Get hands-on with the latest tools as Certified Master Watchmaker Tom Schomaker shares the tips and techniques he has learned working in every segment of the watch industry. In this hands-on seminar you will see how the proper tools and some simple techniques will make you successful in opening and closing almost every watch case.

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