



AWCI Industry Advisory Board

Annual Report August 2012

The IAB has had an interesting year. Thanks to the promotion of AWCI by the new marketing director, Amy Dunn, our membership number has increased. She has generated new membership by her attention to the new website and upgrade of the Horological Times, as well as her presence at the JIDA meetings and BOD meetings and conference calls.

We attempted to attract new members by using a member to new member invitation, which was well received at the mid- year meeting in Florida on March 1, 2012. However, no IAB member was able to share any names with us in order to send out letters of invitation. This was disappointing although not totally unexpected.

There was much consternation and questioning in regard to the admission of watch brokers to the membership, some of it, but not all due to misunderstanding of some of the facts. This has led to the continued discussion and awaited decision making via the newly appointed committee of IAB members representing three facets of our membership; namely, watch brands, service centers, and material houses. They will consider tiered membership in the IAB as it relates to regular tiered membership. Also under consideration will be the dues structure and how those dues will be applied.

It is also time to revisit the by-laws of the IAB, a project to be visited during the next year.

Respectfully submitted,

*Terry Kurdzionak*

IAB Chairman 2011-2012