



## Affiliate Chapter Annual Report

Affiliate Chapter Name: **Massachusetts Watchmakers-Clockmakers Association**

Affiliate Chapter Address: **230 California St.**

### Current Chapter Officers

President: **Chris Carey**

Vice President: **Dave Kurdzionak**

Secretary: **Sue Peghiny**

Treasurer: **Wayne Lannon**

Key Contact Person: **Chris Carey**      Email Address (required): **Watrtwn@aol.com**

Other

**Type of Chapter:**  State Chapter       Local Chapter       Theme Chapter

How many guilds? **0**      Are you incorporated?  Yes       No

Number of members: **60**      Number of regularly scheduled meetings per year: **5**

### Programs Presented\*

Number of AWCI Bench Courses: **0**

Number of AWCI Video Programs: **0**

Number of AWCI Speakers: **0**

Number of Technical Programs from Industry:

Number of Technical Programs by Members:

Number of Programs Related to Horology\*: **5**

Number of Programs **NOT** Related to Horology\*: **0**

**\*Please Describe These Programs: Our first meeting of the 2011-2012 took place in September and featured a presentation titled "Making a replacement pallet arbor for an antique watch and the tooling to do this". It was an informal group discussion lead by one of our members, Jon Weber.**

The second meeting which took place in Novemebr 2011 featured Chris Carey who talked about chiming clocks, in particular a Sessions two train movement he brought to the meeting. Chris also went on to talk briefly about George Savage and his two pin escapement, including a review of his biography and the development of this type of escapement. Then Jon Weber gave a second presentation and talked about John Hutton's Patent Lever Chronometer. John went on to talk about a timeline of English levers (1750-1900), discussing what happened and the implications, half-chronometers, etc.

John brought an example of a John Hutton patent lever watch and talked about the history of the names engraved on the back interior case of the watch, including Amos Lawrence (who helped finance abolitionists) and Vinton Freedley (a financier of Broadway shows). He explained how it had traveled through the family to members who were Episcopal ministers. The Watch has had a long, active life, and owners were wealthy and so could afford repairs. John also noted that there is a high degree of originality (AH Vinton Key, Bull's eye crystal, original hands).

John followed with some detailed photographs of the movement, explaining that the escape wheel, hairspring and lever are not original and spoke about the wear and tear on the lever.

The Third meeting of the year was a presentation on banjo clocks given by Bob Frascatore. Bob presented a summary of the history of banjo clocks, giving Simon Willard recognition for inventing the banjo. He explained that the real name was Improved Timepieces but the banjo name was coined by Natalie Nutting in 1905.

Bob showed and spoke about a series of slides of his extensive banjo collection. He touched on the various makers of his clocks (Curtis, Stennes, Burleigh, Campos, Waltham, Terry, Willard, etc) and went into some depth about Howard clocks.

He also brought 5 clocks from his collection and several recommended books to the meeting. After the presentation a question and answer period followed and members lingered to look at the clocks and discuss them.

The fourth meeting took place in May and featured a presentsation by Ryan Rafaelli who is a doctoral candidate at Boston College. Ryan presented a program on the Re-emergence of the Swiss Watchmaking Industry from about 1983-2008.

Ryan gave a summary of his area of interest and how it relates to the watch industry, explaining that often when a revolutionary new technology is introduced it kills the previous technology (ice houses to air conditioning, tapes to CD's to electronic music, etc). The quartz movement nearly did this to the Swiss mechanical movements. However, the Swiss industry managed to evolve itself for survival. In 1983 the Swiss mechanical watch industry

was virtually dead, yet in 2008 it was claimed the leading position among the country's most successful industries. Ryan focuses on the Swiss community because it's where the story really started. The question for him is why do technologies re-emerge?

His research includes interviews, focus groups, advertisements from trade journals, auction pricing histories, industry data (production data, Swiss government officials interviews, etc.), trade show attendance (Baselworld), and visits to Swiss watch factories in the Jura Mountain region.

He discussed how the identity of Swiss watches changed over time. They started with the image of precision. Starting out (1750-1850) the Jura system dominated the field, yet lost it in the 1800's to the US yet reclaiming it in the early 1900's when the US system collapsed. The Swiss then introduced the quartz watch technology in the late 1960's, which the Japanese and Chinese used to take over the industry. In 1983 the Swiss started to redesigned themselves by moving away from precision to fashion, which allows them to regain control in the 1990's. Today, the Swiss have reclaimed dominance in the industry by selling luxury, high-end mechanical watches (based on value, not quantity sold). His focus for the study is the move from precision to fashion and on to luxury, and showed examples of advertisements that illustrate the transition from precision to luxury. Key to the success of this evolution is the image one presents by the watch he or she wears.

Ryan presented many different types of findings from his research of advertisements, including mentions of being Swiss, references to a company's past, claims of craftsmanship, references to class/luxury, etc.

His next step in the study is to look at example firms that represent how the industry survived: the introduction of luxury groups (LVMH with Tag and others), reframing the watch as art or emotion (Swatch), joining a larger group & consolidating with suppliers (Longines), maintaining family structure, Geneva high-end jewelry tradition & collectors (Patek) and maintaining production of quality luxury at affordable prices (Rolex).

The fifth and last meeting of the 2011-2012 year featured a presentation by Bob Frishman who has repaired, sold and studied antique timekeepers since 1980. His articles appear frequently in NAWCC's Watch & Clock Bulletin, and he lectures regularly on many aspects of horology. The title of the presentation was "THE MISSING HARRISON" . Last year, a unique and unusual bracket clock signed "John Harrison" on its silvered dial showed up for repair in Bob Frishman's shop. This clock was last seen in 1940 when it was sold in New York City, and Harrison scholars have been searching for it ever since. With eminent horologist Will Andrewes whose book on Harrison included the grainy 1940 catalog photo, Bob authored a detailed article in Antiquarian Horology about this missing clock. His talk, accompanied by

many images of the rediscovered clock, answered seven decades of questions about it. Unfortunately the clock was not made by Harrison but was a forgery.

### Annual Convention

Do you hold an annual convention?  Yes  No Date Usually Held: **n/a**

### Annual Dues

Regular Member \$ **35**

Associate Member \$ **n/a**

Student Member \$ **n/a**

Other

\$ **n/a**

### Election Policy

Members Elect Directors

Members Elect Officers

Directors Elect Officers

Other

### Newsletter

Do you produce a newsletter?  Yes  No If yes, how often? **5 x per year before each meeting**

Paid ads?  Yes  No How do you distribute your newsletter?  Mail  Email  Both

Social Activities (please describe):

Civic Contributions:

Future Plans:

Most Successful Projects:

Comments:

Proposals for the AWCI Board of Directors:

Report prepared by: **Chris Carey**

Title: **President**

## Affiliate Chapter Convention Questionnaire

Because the sharing of experience is one of the real values of AWCi Affiliate Chapters, we ask that you please complete this questionnaire on your annual convention. Each chapter can draw upon the information on this form to help make its convention better, and those chapters which don't hold such a convention may be inspired to begin planning their own.

Please answer as fully as possible. A copy of your last convention booklet for each chapter would be a useful adjunct to this report.

### PLANNING

1. Convention is planned by:
  - Executive officers and directors
  - Permanent convention committee
  - Temporary convention committee
  - Other, please specify
2. How long before the convention are:
  - A. Dates and location confirmed?
  - B. Speakers and program confirmed?
  - C. Publicity activities begun?
  - D. Registration forms sent?
  - E. Exhibitors invited?
3. When and where was your last convention held?
4. How many days does your convention last?
5. How many conventions have you held to date?

### FUNDING

1. Your convention is funded by:

<input type="checkbox"/> Registration fees	<input type="checkbox"/> all	<input type="checkbox"/> part*
<input type="checkbox"/> Association treasury	<input type="checkbox"/> all	<input type="checkbox"/> part*
<input type="checkbox"/> Convention booklet ads	<input type="checkbox"/> all	<input type="checkbox"/> part*
<input type="checkbox"/> Exhibitors' fees	<input type="checkbox"/> all	<input type="checkbox"/> part*

Other

\*Please give approximate percentage

2. Are guest speakers charged for:
- A. Registration fees?  Yes  No
  - B. Meals?  Yes  No
  - C. Rooms?  Yes  No
  - D. Other activities?

3. What was the registration fee for your last convention?

#### PROGRAM

1. What types of activities and programs are usually included in your typical convention?
- Annual business meeting
  - AWCI speakers
  - Industry speakers
  - AWCI bench courses
  - Other related activities
  - Banquet
  - Tours
  - Other social activities

#### ATTENDANCE

1. Those invited to attend are:  Members  Non-members  Family
2. What was the attendance at your last convention?
3. What percentage of members attends your convention?
4. Do you provide for registration for certain programs only?  Yes  No
5. What is your policy on advance registration, i.e., is it required?  Yes  No
- A. Are incentives offered?  Yes  No
  - B. If so, what are they?

#### CONVENTION BOOKLET

1. Do you publish a convention booklet?  Yes  No
2. Do you plan for booklet ads to:  Show a profit  Cover production costs only
3. Are any profits applied to other convention costs?  Yes  No

4. What is your latest fee for a full-page ad?
5. How many copies of your last convention booklet were circulated?
6. These were given to:  
 Attendees only    All members    Others, describe

### **PUBLICITY**

1. We use the following forms of publicity:  
 Descriptive brochure with registration blank  
 Association newsletter  
 Trade ads  
 Signs  
 Cooperative mailings by AWC/ by material houses  
 Other (describe if not covered below)
2. Do you arrange for:  
 TV coverage    Radio coverage    Local press coverage    Trade publication coverage

### **EXHIBITORS**

1. Do you invite members of our industry to set up exhibits?    Yes    No
2. Do you make space arrangements for them?    Yes    No
- A. If so, do you charge rent to:    Cover cost    Make a profit
3. Do you schedule time for exhibit viewing?    Yes    No

### **COMMENTS**

**Affiliate Chapter:**

**Prepared by:**

**Title:**