



February 13, 2009

Publicity / Trade Show report and request for discussion

Publicity Committee:

Henry Kessler (Chair)

Chuck Berthiaume, Gary Borel, Roger Borel, Andre Fortier, Peter Foster, Rick Foster, Denis Jaquenoud, Bernhard Stoeber.

Donna Baas, Tom Pack – (Staff Contacts)

Our mission is to grow the awareness of the watchmaking profession and the strength and capabilities of the AWCI organization.

My last report was August 8, 2008, shortly after we exhibited at the JCK Las Vegas trade show. In Las Vegas, we received a number of invitations to exhibit at other industry trade shows. While the Atlanta and New York trade shows may be more important to our industry, either these dates were not considered feasible (due to limitations of manpower or scheduling) or the shows were considered too expensive to pursue at this time. Since that date, however, we successfully pursued the possibility of exhibiting at a trade show produced by INSTORE Magazine. www.instoremag.com. The magazine and their trade show team agreed to offer AWCI two free booths at their upcoming – first annual – trade show, in a heavily trafficked area. This show will be a small fraction of the size of the mammoth JCK Las Vegas Show, and therefore there will be less exhibitors and attendees. This magazine is growing in popularity within our watch and jewelry industry. The dates and times were feasible, and due to the proximity of Chicago to Harrison, the cost to exhibit should be relatively low, so we agreed to exhibit!

That being said, we must now work to develop a budget, while soliciting industry funding – and your time! We will count upon all of our past supporters for the same level of support as we received for JCK, and more. It is my intention to ask AWCI to go ahead and invoice our past supporters for an amount equal to 2008 support, plus 22%. In short, JCK truly has cost us about \$10,000 / year, and supporters have contributed about \$10,000 / year. I believe we can do JCK for less this year, while also including this new Chicago show for less than \$2,200. (This is especially true if our committee has the opportunity to manage show expenses!)

I have agreed to fly in to Chicago to work the majority of the show. Jim Lubic has agreed to drive in from Harrison. Tamara Houk has volunteered some of her

time. Others, such as Casker, have kindly offered to donate toward the show; however, I have not had the time or opportunity before now to begin soliciting funding – now for two shows! If AWCI generally approves this budget and billing plan, we will proceed accordingly.

On one hand, we could perhaps get away with simply taking our trade show display, while ordering no “additional” electricity (some is provided by the show), and therefore having very limited expenses. (Basically, Jim’s travel cost, hotel, and meal expenses.) On the other, if vendors wish to offer merchandise and manpower for us to display, then we would need tables while incurring some freight and handling expenses. If a workbench were offered to us from a local watchmaker (such as Tamra) I am not sure it would be worth the additional expense.

Aside from the trade new show, we have little to additional to report. Lack of progress with the Watch Specialist and Watch Technician programs, while disappointing to many, was due to the desire not to divert limited AWCI funds and manpower away from the CW21 program. Now that the CW21 program has progressed, we would like to see AWCI progress these additional training programs, while also expanding the organization more into the retail jewelry industry. Chain stores, additional watch producers and wholesalers, and supply houses all have a vested interest in the success of these two programs also.

The INSTORE SHOW www.theinstoreshow.com is being promoted as “The Smart Jewelry Show.” According to the trade show website:

“In 2009, the ultimate place to refuel for the American retailers will be THE INSTORE SHOW, to be held April 19 – 21, 2009 at Chicago’s Navy Pier. THE INSTORE SHOW is anything but “business as usual.” It’s an experience designed to get you thinking. One structured to inspire you. One organized so you can not only find the staple products you need, but also new products that will turbo-charge your sales. - This three-day national level event is designed to reach the American jewelry retailer, the core reader of INSTORE and INDESIGN magazines. With over 400 booths, this event will offer the jewelry retailer a manageably-sized show in an area of the country that is void of a national level jewelry event. Add in a unique and very powerful conference program that only INSTORE and INDESIGN can provide, and this will be an event they won’t want to miss.”

Dates Times

Educational and Growth Series:

Sat April 18 2009 10:00 AM - 5:00 PM

Exhibit period:

Sun April 19 2009 10:00 AM - 6:00 PM

Mon April 20 2009 10:00 AM - 6:00 PM

Tue April 21 2009 10:00 AM - 4:00 PM

Move In:

April 17	Move-In	Friday	8:00 a.m. to 4:30 p.m.
April 18	Move-In	Saturday	8:00 a.m. to 6:00 p.m.

Objective

Make AWCI more visible to persons in our industry and to the public.

Goals

Promote the field of watchmaking, the AWCI and its “Certified Watchmaker” and Certified Clockmaker” programs, and introduce AWCI’s new “Watch Specialist” program.

1. To get AWCI, its activities, its membership, and what it is doing for our industry into the media as much as possible.
2. To prepare publicity materials for use by our members to promote:
 - a) their attendance at our educational programs and conventions
 - b) their attainment of AWCI certifications
 - c) their horological based business (such as press releases on daylight savings time that can be customized for their area.) In conjunction with this they shall provide suggestions on how the member can use the above information.
3. Manage the AWCI “21st Century Watchmaker” booth at the JCK Show in Las Vegas, scheduled for June annually.
4. Contact industry associates, including watch companies, retail chains, watch and jewelry repair specialists, tool and equipment manufacturers and distributors to make them aware of the AWCI Trade Fair Booth. They would be encouraged to offer time, materials, equipment and advertising for this project.