



TO: AWCI Board of Directors

FROM: Jerry Faier, Chairman, Education Committee

REF: Mid-Year report

January 18, 2010

Members of the Board:

The Education Committee is now in the middle of the first and most important goal for this fiscal year—the development of an Educational Development Program that AWCI can use throughout the organization for the development of new and existing watch and clockmakers, and for the continuing education of our certified members. This is no easy task! Please review the Philosophy the Committee members were given before they started their debates on this material:

“For any organization to develop, thrive and grow, the participation of its membership is critical. If members do not grow, then neither does the organization that represents them. For the benefit of the total membership and for the development and/or maintenance of a member’s knowledge, skills, dispositions and service to the horological trades, these programs are (being) developed to set the guidelines for the educational programming of AWCI. It is incumbent on those members who carry current certifications to act as “stewards” and help horology grow in any way they can by contributing their knowledge, skills and service to the organization and the membership. The future of our organization depends on your efforts to help foster this spirit through encouraging the development of others.”

The key challenge here is in the area of maintaining ones 21st Century Certificate in the eyes of Industry and insuring that the holder is up-to-date with his/her skills and etc. There is really no force we can place legally or otherwise on these holders except possibly the removal of that document which is neither legal ***nor*** desirable. The best outcome here would be the individual’s self discipline to keep him or herself at the top of

their game because they know this is what they and the industry need and this is what will keep them competitive and profitable. It is the desire of the Committee to urge the Board to take an active role in urging all horological Industries to come forward with incentives (of all types both monetary, informational, and educational) that we can use to help encourage and “sweeten the deal” for our membership. With the recent recession and shifts in the business world away from in-store personnel as much as possible, this is a huge challenge to say the least. The solution may come from encouraging members to become active participants in organizational activities, hopefully “paying it forward” and public activities where they must stand up for the trade and become representatives of professionalism and business success as they present their stewardship of the horological trades. At this point this debate is still on-going and I will forward the results (the Board will need to approve the program before it becomes active) as soon as they are finalized.

The Clock Certification program is now beginning to move. We are in the process of scoring one assessment as of this writing, we have had one gentleman ask for a variance which is being handled by the BOE and there are 2 or 3 others waiting to get started. As we move forward with these assessments, we are also making any needed corrections and revisions to the Assessment manual as well. It seems that many members have changed their plans because of the current economic climate but I believe that as these conditions change, so will the demand for the program. By way of a summary for the watch program: There have been 96 total CW21 assessments given since July 1 of 2009. That is 50 full examinations, 26 up-grades and 20 retakes. The BOE role is getting better defined and the appeals that have come forward are being resolved properly. The Chief Examiner, Mr. Wes Grau is working on a manual to help guide the Board of Examiners as this arm of the Education Committee moves forward and develops further. This material will also be forwarded to the Board as soon as it is complete.

Respectfully submitted:

Jerry Faier

Chairman, AWCI Education Committee