



Henry Kessler  
 American Watchmakers - Clockmakers Institute Industry Advisory Board Chairman  
 214.839.6188



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Friday, July 15, 2011

**Open letter to the AWCI Industry Advisory Board**

Many thanks for your continued support of the American Watchmakers-Clockmakers Institute and for your past and hopefully future participation on the AWCI Industry Advisory Board. We have been fortunate to develop a considerable amount of progress since we last met, and there is more to come!

First a reminder! Please be sure to sign up to attend the AWCI:

**2011 Convention and Educational Symposium**

August 3-7th, 2011  
 Hilton Hotel • Vancouver, Washington

On Wednesday, August 3<sup>rd</sup> from 1:00 - 4:00pm, we will have our next IAB Meeting. If you will be arriving into Portland OR on your way to Vancouver, Washington at a respectable time Tuesday night, please let me know so that we can plan to get together! (My cell number is 214 893 6188)

I have attached a copy of our Convention Director, Bonni Scepkowski's list of sponsorship opportunities. If you could show your support by sponsoring one or more of these events, our organization would be most appreciative! We invite you to visit our trade show website via this handy link <http://www.awci.com/ces2011/welcome.html> The Agenda for this conference is clearly outlined here.

Thanks to the efforts of AWCI management and to the generous support from the many Rolex Challenge Fund donations, much work has been funded and approved to proceed by the AWCI Board of Directors, including:

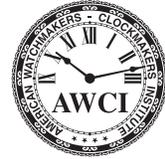
- An upgrade to the educational environment of the watch tech classroom, with flat screens and advanced audio / visual equipment designed to support high-tech training. Our 21<sup>st</sup> Century Watchmaker program is finally moving into the 21<sup>st</sup> Century!
- An expansion of the polishing room, and general remodeling of the clockmakers room.

At the same time, plans are finally moving forward with the organization's major membership and accounting software upgrades.

Much work is already underway in the creation of a new AWCI website also! Once launched, it is my personal hope that this website will evolve into a very popular service oriented watch and jewelry industry *portal*, allowing member only special access areas, and a place to go to learn and stay in touch. It will also become an important source of income for AWCI from advertisers and sponsors. I think we should consider some type of open structure, and (don't shoot me) maybe even create a soapbox for those folks begging to have their views recognized.

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Members of the IAB, together with the AWCI Marketing Committee have completed our planned watch & clock service questionnaire. This has been designed using Survey Monkey, to solicit responses from members of the American retail jewelry industry involved in the sale and/or service of watches and clocks. A PDF copy of this survey questionnaire is attached, along with a copy of a small 3" ad, designed for you to use on your website to link to our Questionnaire. At this time, we are asking members of our IAB to post a copy this small ad in a prominent location on your websites. It is our hope that analysis of the data generated by this research will yield a map of what our market demands for horological training. It will also help AWCI to generate future advertising messages including a picture of the profit potential resulting from improved knowledge. We would like you to keep this link active on your websites from now through the end of September. Once you have posted a link to our questionnaire on your website, please let Amy or me know! Here is the link: <https://www.surveymonkey.com/s/watchclockrepair>



Another development of the Marketing Committee is the creation of an AWCI publicity program referred to as our **Poster Project**. We designed an 8x10 full color poster promoting AWCI membership, targeting watchmaking (on one side) and clockmaking (on the other). These attractive full color posters will be printed individually with each member's name, and will be distributed to all members and mailed along with the August issue of Horological Times. AWCI will run a one-page ad thanking sponsors of this poster project that we hope to continue annually. We have a total of **6 \$500 sponsorships available** to support this project. If you are interested, please contact Amy or me as soon as possible.

As we have done over the last few years, AWCI again exhibited at the JCK Las Vegas Show as well as InStore Magazine's Chicago Smart Jewelry Show. These shows are helping us to generate some market awareness, while allowing our organization to meet with members of industry face to face and allowing easy discussion for ways to build synergy. Next year, we have been invited to be a presenter at both of these shows (and others!), using our teacher and presenting a training program that would be well advertised by the magazines and trade show teams. In my opinion, following our questionnaire and publicity campaign, this participation will mark our next logical step into the reality of the retail watch and jewelry industry, allowing us to grow our training programs, membership and offerings.

On your next round of membership invoicing, you will find several opportunities to fund AWCI's continued progress. I would like to encourage your support with both your time and money. If there is an area you would like to be more involved in focusing upon, please make a Motion at our next meeting to develop a Committee, while asking others to volunteer some of their time too.

Many thanks for your continued support of AWCI and our Industry Advisory Board! See you in Vancouver!

Best regards,

A handwritten signature in black ink, appearing to be "H. Kessler".

Henry Kessler  
IAB Chairman

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