



Advancing the Art, Science and Business of Horology

**Marketing Committee:
Report March 2012**

I wish to point out our desire for using testimonial advertising in AWCI's HT. I have tagged comments members of our committee have made publically, suggesting that they be published in HT. Some members are seemingly not in favor of assisting HM to gain awareness, due to the tremendous level of negative comments that appear there, incorrectly positioning AWCI management and board as supporters of the wave of parts limitations. However, many of these comments talk well of the organization and our training programs, and I feel they should be published. I would appreciate further discussion about this issue at the board meeting.

We would like to report progress on two fronts:

#1) Via IAB, we are working upon expanding the reach of our supporters via a letter writing campaign headed up by Terry, our IAB Director.

#2) JCK has agreed to add AWCI to its list of JCK sponsored seminars. We are now working out the details, which Jim can explain. This opportunity will help AWCI to gain a tremendous amount of awareness.

Many thanks,
Henry Kessler

**American Watchmakers-Clockmakers Institute
701 Enterprise Drive • Harrison, OH 45030-1696
Toll Free 1-866-367-2924 • Phone (513) 367-9800 • Fax (513) 367-1414
E-mail: awci@awci.com • Website: www.awci.com**