



AWCI Strategic Action Committee Annual Meeting Report August 2012

There has been no meetings or discussion of the Strategic Action committee since the mid year meeting when the mission statement of the AWCI was changed to:

The American Watchmakers and Clockmakers Institute: Advancing the Art, Science and Business of Horology.

AWCI is the focal point for education and information on the horological industry. We serve three fundamental groups:

1. We educate and inform the public to help them understand the need for our members' services.
2. We educate watch and clockmakers in the highest standards of traditional methods, as well as the latest technologies. Our goal is to help improve our members' skills and business practices, and to assist them in evolving their business model to promote future growth.
3. We work as a liaison with industry to develop valuable programs and services that benefit watch and clockmakers, retailers and suppliers.

We are an advocate for: professionalism, ethical principles, health, safety and environmental standards for the horological industry.

Ron Landberg, Chairperson