



## 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 AWCI in particular and the watch and clockmaking profession in general, while positioning AWCI within the watch / clock and jewelry industry as “the certifying entity” responsible for setting the educational standards and training procedures of the watch and clockmaking profession.

My last report was February 13th, prior to AWCI exhibiting at a trade show in Chicago on April 19 – 21, produced by INSTORE Magazine. This show was fully supported by the IAB and several sponsors. The show was worked primarily by Jim Lubic, Tamara Houk and myself, with assistance by others, including Casker and JBorel, together with my company - Kessler / Renata / GemOro. A variety of watchmaking tools, equipment and supplies were exhibited, as part of a tabletop display – designed to attract those interested and involved in watchmaking. Information and magazines were passed out from the booth, and meetings took place with both old and new potential members from the watch / clock and jewelry industry.

One highlight of the InStore Chicago trade show was AWCI’s introduction to MJSA and it’s President / CEO David Cochran. <http://www.mjasa.org/> david.cochran@mjasa.org Mr. Cochran happens to be a watch collector, and was “drawn” to our booth. A conversation commenced about the fact that the watchmaker in many retail stores often doubles as the store’s jeweler, and the possible benefits to both organizations if we could become cooperative. Jim Lubic and I participated in a phone conference with principles of MJSA shortly after the show, and second meeting was arranged when both organizations would be working at the JCK Show in Las Vegas to discuss both organization’s magazines and trade shows.

According to the MJSA website:

MJSA exists for one reason, as expressed in its mission statement: "To provide the resources and support necessary for U.S.-based jewelry designers, manufacturers, and suppliers to compete successfully."

Since its incorporation in 1903, MJSA has helped manufacturing jewelers and suppliers of all sizes maintain their competitive edge. In joining MJSA, companies connect with the collective strength of the association’s membership. This better enables them to source supplies and services, gain access to needed technical and business expertise, and achieve maximum profitability.

The JCK Las Vegas Show was held May 30th – June 2nd. This show was also supported by the IAB, in addition to numerous industry sponsors. Jim Lubic, Pat Cassedy, Gary and Roger Borel, Michael Klaefiger (of Greiner Vibrograf), Jack Kurdzionak, Christine Cauble (of Leica), myself and others worked the AWCI JCK booth throughout the show. Jack came to the show prepared to demonstrate watch battery and band replacement, as well as waterproof testing. Together with others from AWCI, we also explored the possibility of providing demonstrations and training as a part of the official trade show seminar program, promoted nationally by JCK several ways, multiple times throughout the year.

In preparation for the JCK Show, and a training event at AWCI immediately following the show, Roland Klein of Greiner Vibrograf of Switzerland and Germany agreed to loan AWCI a substantial variety of their latest watch timing, waterproof

testing, and watch cleaning equipment. J Borel and Casker, the official American dealers for Greiner Vibrograf, agreed to help AWCI to rotate this equipment annually, incorporated into a discounted "reward program" for outstanding students. Subsequently, Häni Urs of Witschi also agreed to loan AWCI a substantial variety of their latest watch timing, waterproof testing, and watch cleaning equipment. AWCI is very fortunate to benefit from such substantial support from these two fine companies!

AWCI is also appreciative of the trade show exhibit space offered to AWCI with the complements of InStore Magazine for their trade show and JCK Magazine / Reed Expo for theirs. Both magazines, in addition to Watch and Jewelry Review, have offered to run our new full page, full color ad, and these three books, in addition to National Jeweler published e-newsletters prior to JCK announcing our location and free demonstrations at JCK!

For these two trade shows over the course of 2009, expenses allocated to the show have totaled about \$6500, while anticipated revenue is about \$8250. This means we managed to gain a tremendous amount of awareness and positive publicity for the AWCI, while generating a net operating profit! With the continued support of the organization and the IAB members, this momentum should continue for many years yet to come. During these challenging economic times, it is great to experience such overwhelming generosity from our industry friends and associates. Thank you.

On a final note, at the JCK Show, AWCI also received an invitation to participate in The SJTA Atlanta Jewelry Show, scheduled around March 6 - 8, 2010. <http://www.atlantajewelrysthshow.com/> This organization invited AWCI to participate in a training event, while discussing the possibility of absorbing the related expenses. (Personally, I would encourage AWCI to work this event into its schedule.) Our thanks to everyone, once again.

Henry Kessler

Sy Kessler Sales, Inc., GemOro Products  
N.A. Headquarters for Renata batteries  
Proud AWCI member and sponsor

Jim Lubic: We need \$100K to equip another classroom, and we need people. Other trade associations have much larger budgets, getting \$200K/year. 9 years ago, \$500K, now \$27,000 = 3% of overall revenue. We can't raise dues, or charge more. Revenue must come from industry! AWCI will ask platinum members for substantial increases. WOSTEP gets such huge money – even though they have cut services dramatically. Jim Lubic does not want to give the CW21 program to WOSTEP. The program provides benefits to members and AWCI's bottom line. How can it help retailers? Emilio Collado, of AWA, is the lobbyist for the watch industry. They have their annual meeting, and Jim Lubic will try to get on their agenda, and closer to their checkbook. AWCI's mission must get out, to get real money in!

Wes Grau: Retailers are missing from your funding plans! Why? There is a problem there.

Magazine content: This is an issue! Gets Chrono book 3 times a year, and it gets translated. Rolex has helped often. Translation help is needed. They are very generous, and they only ask for that we share the translation. We need to look for other such magazines.

Gary Borel motioned for the meeting to be adjourned.  
Klaus Lehmann 2nd – and we were adjourned.