

None of the ideas below are sufficient in themselves to attract a significant number of new members. Taken as a whole they might. Almost none of these will work with out the first one. Most could be implemented one or several at a time with relatively modest budget increases but change would occur too slowly to make an adequate difference.

Please remember, I am not presenting these as official motions at this time.

MOTION ONE

Research the potential ramifications of spending perpetuation fund money to become completely debt free, hire additional staff, develop needed educational products and implement any needed item that would enhance and or attract new members.

Thoughts on above:

I understand that some thought has been given to spending the perpetuation fund money to pay down the debt and how that might affect our interest expense. In this motion that particular issue is the least of many ways to use the fund.

Is it possible that the loss of perpetuation fund interest revenue would be off set by the benefits of new programs resulting in new members, higher ad revenues, more product sales etc. not to mention the fact that we would be making no debt payments. To form a committee to study this concept does not require that it actually happen. A well thought out Strategic Plan would include the programs we feel we would need to implement to attract new members. What these programs might cost would be a vital part of the Strategic Plan and the implementation of this motion.

The result of this study may very well make all of the motions below possible. AWCI must decide if it will be forever limited to what it can afford with current interest revenues subsidizing a potentially ever dwindling membership base or what it can be if it uses the resources it has in the perpetuation fund to radically improve the organization making it more beneficial to a wider group of watch and clockmakers.

Spending the perpetuation fund money in my opinion is a risk well worth taking. I understand that changes would have to be made to allow this to happen. AWCI's survival based on using the perpetuation fund is like living on life support when we may very well have the money to heal the organization rendering life support unnecessary. A vital, living, breathing, growing worthwhile and beneficial organization is much more desirable than one that is simply struggling to stay alive.

If AWCI were to disappear tomorrow it would affect me personally very little. Although I enjoy the organization very much and see benefit from it I see its ability to attract new members very limited. If we do nothing or very little very slowly we will continue to lose members. If we try something radical and lose anyway we have lost very little personally. Those who stand to lose the most would be the current staff.

MOTION TWO

Develop new mailing list through internet listings.

I understand we already use supplier addresses, affiliate chapter member roles and potentially NAWCC membership roles. By the way, I have never received a promotional flyer from AWCI through any supplier I deal with!

Pros:

1. Larger, better and more up to date list gives us more people to promote and or sell to.
2. WAO was able to expand their Ohio mailing list four fold simply by looking at internet based phone books.
3. Mailing list could be used to for mailing of promotional copy of Horological Times (see motion two)

Cons:

1. Takes time/money to develop list. Costs however should be minimal. Volunteers from Affiliates might be able to cover their own state. AWCI staff could cover all other states or affiliates might volunteer to take on their neighboring states.

MOTION THREE

Produce undated promotional copy of HT.

Promotional copy would necessarily have more content;

1. At least three technical articles each for watch and clockmakers.
2. One each (watchmaker, clockmaker) profile of certified member.
3. One each (watchmaker, clockmaker) article on benefits of certification from perspective of each.
4. Article on what it is like to attend convention and benefits received. Either a testimonial from an individual or have a person interview many members at a convention. Must have pictures of lectures, banquet, hospitality room etc. People need to see what it is like.
5. Article on benefits of membership from perspective of someone who has discovered that value personally (not just a simple list of potential benefits)
6. List of benefits of membership.

Pros:

1. Because this magazine would go out to each and every watch and clockmaker we could find through a new and updated mailing list, the circulation would be incredible. The hope would be that the value to the advertisers would be high enough that those who already advertise would be willing to pay more and those that do not will want to join in. With proper support (perhaps even donations from industry) the promotional HT may make a profit or at the least, would pay for itself.
2. Provides a platform to reach non-members
3. Potential for new members/subscribers (see Motion Three).

Cons:

1. Time and effort – initial cost of printing and article writing. May pay for itself (see above).

MOTION FOUR

Make the HT available as subscription only.

Pros:

1. We currently have very few ways of reaching non-members with the benefits of membership. A subscription only HT gives us a way to reach them on a regular basis.
2. Greater circulation means more ad revenue.
3. Increased revenue from subscriptions.
4. Potential for new members as they read in the magazine all that is going on among the membership and all that AWCI can offer.
5. Increased revenue from AWCI products sold.
6. Increased participation in AWCI Educational offerings as a result of readers learning of there availability through the magazine.
7. If there is no net gain in revenue/membership after several years we do not have to continue to offer it as subscription only.

Cons:

1. Some members may drop membership and just receive magazine. I do not fear this much. Even though the magazine is often listed as biggest benefit received I really doubt that there is anyone willing to pay \$137 per year to receive it. This tells me they want to belong. In other words no one joined at \$137 per year just for the magazine. If people aren't willing to pay our membership fee because they perceive that the magazine is the only benefit then this is a reality we have to embrace, like it or not.
2. Increased cost to produce more HTs. (Hopefully offset by increased revenue)

MOTION FIVE

Force discussion of AWCI audit as a result of a motion.

Why this has not been done is beyond me. After great effort by someone to produce this audit it has not been discussed in detail by the Board as a group. Have we made any changes as a result of this audit?

MOTION SIX

Promote Certification to Consumer:

Develop small pamphlet and counter top display to promote certification. A separate pamphlet could be made to promote work by non-certified members if desired. Make this available to certified members at cost. Or, the pamphlet could simply be downloaded and

printed by the end user (clock or watchmaker). Ideally the pamphlets would be held by a counter top display available from AWCI. The pamphlet does not need to be big. Perhaps, print them two to a page and fold in half.

Note: It is my understanding that this has been presented before. Apparently some folks were asked if they would pay for this and enough said “no” to kill the idea. I was never asked, nor have I ever seen the mock ups if they were designed. Perhaps a number of these could be given free to newly certified watch and clock makers as a benefit to certification.

Pros:

1. Finally, a simple method to promote value of certification to watch and clock consumers and customers. **WE MUST PROMOTE CERTIFICATION IN SOME WAY!**
2. **Low cost** to produce and develop. Free to AWCI if a member buys them.
3. As word spreads and more and more people begin to ask for certified members more people will desire certification.

Cons:

1. Admittedly the reach is relatively small as only certified people would be dispensing this information. If a pamphlet could be developed for non-certified members the reach might be greater. Imagine if this had been started ten years ago. How many people would have been reached by now?

MOTION SEVEN

Promote Certification to Consumer:

Redesign AWCI web site home page to cater first, or at least equally to, the watch and clock owner, not the watch and clockmaker. This page could be divided in half; half for the consumer, half for the trade or the main page could focus on the consumer with a place for the practicing horologist to click through to the main web site. If a consumer clicks on the page for clock or watch owner they would be taken first to a page describing what certification means and why it is of benefit to them. We could also include a lesser promotion of the idea that an AWCI member may be a better bet for repair than a non-member. Then they could click on the referral button to find a certified or non-certified member. A person clicking on the trade side of this page would be directed to the pages that belong to the current web site.

Pros:

1. Another **low cost** way to promote certification directly to the consumer.
2. The more hits the AWCI web site gets, the more people use the referral option and the more certification is promoted the more people will want to be members and or certification holders.

Cons:

1. Relatively low cost to redevelop site.

MOTION EIGHT

Increase pay per article for HT.

Motivation: Current fee is not adequate to produce the type of articles desired in the quantity desired. AWCI attempts to promote the trade as one that enables someone to make a good income. The prices we pay for articles should reflect the value of the watch and clockmaker's time. The current difficulty in obtaining sufficient content is painfully obvious to both the staff and the magazine reader. I would suggest doubling the current amounts at a minimum. We simply do not have enough members willing to volunteer their time to develop content.

Pros:

1. Higher pay makes article submission more attractive and worthwhile.
2. More articles make the HT more beneficial to members.
3. Expanded HT filled with more technical articles may attract new members.
4. Increased circulation means more ad revenue

Cons:

1. Cost – hopefully offset by more members and ad revenue

MOTION NINE

Hire or contract someone to produce two non-technical articles per month for HT at \$500 per month. These articles could be “public interest” type articles including interviews/profiles of various successful and or certified members, convention reports, affiliate convention reports and or interviews with convention attendees, interesting or funny things that happen to people in our trades.

Note: The magazine currently focuses mainly on the technical side. This is fine if we want a thin magazine due to lack of submissions. Also, the watch articles rarely benefit the clockmaker and vice-versa. On top of that perhaps only half of the watch repair articles might interest a specific watchmaker and the same with the clockmaker. Articles like those mentioned above provide further reading for the member and can work to promote the organization by showing successful members. Relying on paid “volunteers” is not practical at this time.

Pros:

1. Will make for a more substantive, interesting HT.
2. Allows members to learn more about other members, convention activities and what makes some people more successful than others.

Cons:

1. Cost. Hopefully offset in the long run by increased membership and ad revenues.

MOTION TEN

Hire one additional non-technical staff member. One additional staff member (full or part time) would be used to implement new activities, projects approved by board such as expanded mailing list, develop and print counter top display and brochures etc. This person could also be responsible for the articles mentioned in motion eight above if desired. A staff member eliminates the need for a volunteer in which we are in short supply. When this person is idle they could assist other staff.

Pros:

1. No need to rely on non-existent volunteers for some projects.
2. No more excuses that there is no one that can “do it”.

Cons:

1. Cost. Promoting and building AWCI into a better more useful organization will never be free. We must look at these ideas to be implemented as investments.

MOTION ELEVEN

Form a committee to come up with a year’s worth of survey questions for use on Survey Monkey.

MOTION TWELVE

Task Strategic Action Committee to come up with a blueprint for what would represent a perfect AWCI. This “dream” plan would give the organization something to shoot for, a road map for the future. If we do not know where we would like to go we will never get there.

This appears to be in the works.

MOTION THIRTEEN

Move annual convention to a winter or early spring month and hold the convention in the south.

Rationale: Most of our members do not have school age children. Therefore there is less need to schedule convention related vacations during the summer when kids are out of school. I for one would welcome an excuse to head toward a warmer climate in the winter. This would be a good survey question.

Pros:

1. Potential for greater convention attendance?

Cons:

1. Planning a convention with less time to do so if the next convention came six months later instead of a year. To get around this it would be possible to hold the first winter convention a year and a half later. It is not like our conventions are revenue generators anyway.

MOTION FOURTEEN

Hire a staff clockmaker.

We are an organization for watch AND clockmakers yet we have no staff clock instructor? I realize our last instructor may not have been profitable for the organization but can we really say we represent and support clockmakers with no clockmaker staff person? There is so much this person could do if money were available for additional educational programs that this person could create. Having someone on staff performing this function would be better than having only a mix of volunteers creating small educational block programs.

MOTION FIFTEEN

If our actions in regard to the Fleury lawsuit are defensible then defend them. Write an article to be printed in the HT summarizing the entire Fleury case using direct quotes from court documents to lay out the case for AWCI's lack of involvement.

Pros:

1. This will expose the truth about AWCI and its support of watchmakers.
2. I believe a properly written article will vindicate AWCI and make those who opposed us at every turn look foolish.

Cons:

1. We are behind the issue instead of in front of it.
2. Provide more fodder for the HM crowd or shut them up?

MOTION SIXTEEN

Task a committee to put together a press release style package containing information about the current state of clock and watch repair trade in America. This package should include information regarding the dwindling number of qualified tradesmen, the difference between a trained and untrained person, a certified and uncertified person, people connected to trade organizations and those who are not and the abuse of the trade by unqualified individuals. It should be mentioned that this trade, like no other, is filled with untrained individuals charging customers for their work. Statistics could be quoted concerning the failure rate of those taking the certification test that prove that most people who service watches and clocks are not as good as they claim to be. The package must also include contact information for someone at AWCI and hopefully a local certified contact when available that could be interviewed. This info would be mailed to all major newspapers and could be expanded to local TV stations. This package could be sent out every six months until an article or news segment is developed.

Pros:

1. This package would cost very little to put together and distribute. The mailing list would be relatively small compared to a mailing list attempting to attract new members.
2. This would promote certification, the trade and the organization.
3. People reading about the dwindling number of qualified tradesman might entice some to pursue the trade creating potential new members

Cons:

1. No guarantee anyone will write an article or make a news segment.

MOTION SEVENTEEN

As part of a strategic plan have the Education Committee create a complete list of educational components broken into small segments that can take someone from beginner to advanced in watch and clock repair and prepare them for certification. At this point it is only a list, details are not necessary. The small segments would become hour long DVDs or over the internet classes.

Once a dollar amount is determined for the cost of producing an hour long educational program that number could be applied across the whole to determine what a massive project of this type would cost. At best, we spend the money right away to produce the “modules” as quickly as possible. At worst, we are able to budget them in the future.