



## **2015 Mid Year Spare Parts Directory Committee Report**

### **Current Membership:**

#### **Chairman:**

1. Drew Zimmerman

#### **Members:**

1. Aaron Recksiek
2. Josh Kroman
3. Justin Harrell
4. Sergio Berrios
5. Tony Rachevsky
6. Dan Mongeon

#### **Advisors:**

1. Manuel Yazijian
2. Wesley Grau
3. Fred White
4. Jordan Ficklin

### **What was accomplished this year:**

- Members contacted a lot of companies

American Watchmakers-Clockmakers Institute  
701 Enterprise Drive Harrison, OH 45030-1906  
Toll-Free 1-866-367-2924 Phone (513)367-9800 Fax (513)367-1414  
Email: [awci@awci.com](mailto:awci@awci.com) Web: [www.awci.com](http://www.awci.com)



- Jordan helped to create a new website available to the public and a private page for members containing restricted contact information
- Jordan also helped create a program in Imis to allow members of this group add and edit information
- We made a printable version for any member of AWCI to conduct the survey
- Link to Directory on AWCI's homepage
- Redefined our definition of Semi Restrictive, Fully Restrictive, Semi Restrictive

### **Primary Goals:**

1. Call majority of "important" companies (minimum of 5 companies per member before April's Meeting)
2. Have 2nd meeting of year in mid April
3. Have JCK handout completed
4. Work on pamphlet to benefit independent watchmakers

### **Goals for 2015:**

American Watchmakers-Clockmakers Institute  
701 Enterprise Drive Harrison, OH 45030-1906  
Toll-Free 1-866-367-2924 Phone (513)367-9800 Fax (513)367-1414  
Email: [awci@awci.com](mailto:awci@awci.com) Web: [www.awci.com](http://www.awci.com)



- JCK Flyer (May 29th 2015) QR Code on flyer
- Mobile friendly App for AWCI and Directory
- A hard copy of the directory made available
- Get info to the general public ASAP
  - Forums (social media) (facebook) (Twitter)
  - Magazines

### **Other Ideas for the AWCI Board to consider**

- Regional watch and jewelry trade shows, volunteer to set up a booth with information on AWCI
- Visible CW21 or AWCI Logo on every window of every shop.
- Branding the CW21 using “ Service Guarantee Card” pamphlets, signage, paper work, ect.
- Promote American Brands (what can we do for them?) Invite them to join IAB

### **Links to sites**

American Watchmakers-Clockmakers Institute  
701 Enterprise Drive Harrison, OH 45030-1906  
Toll-Free 1-866-367-2924 Phone (513)367-9800 Fax (513)367-1414  
Email: [awci@awci.com](mailto:awci@awci.com) Web: [www.awci.com](http://www.awci.com)



2011 Directory – new format with additional necessary info

<https://docs.google.com/spreadsheets/d/10gUAVr9HwJIDSr4LBZHSLord4tRXvYQgTvTQ7vvocnQ/edit#gid=1310704084>

Public Page

[www.awci.com/brand-directory](http://www.awci.com/brand-directory)

Start Page to add a new brand (Search by Company NOT brand)

<https://members.awci.com/AWCIWEB/AWCIBrandDirectory/BrandCompanyList.aspx>

American Watchmakers-Clockmakers Institute  
701 Enterprise Drive Harrison, OH 45030-1906  
Toll-Free 1-866-367-2924 Phone (513)367-9800 Fax (513)367-1414  
Email: [awci@awci.com](mailto:awci@awci.com) Web: [www.awci.com](http://www.awci.com)