

**American Watchmakers-Clockmakers Institute
Board of Directors**

Date: December 1st, 2015

Location: GoToWebinar

Directors Present: Fred White, Drew Zimmerman, Henry Kessler, Aaron Recksiek, Wesley Grau, Joe Cerullo, Jason Champion, Josh Kroman, Dave Kurdzionak, Peter Whittle, and Craig Stone.

Directors Absent:

AWCI Staff Present: Jordan Ficklin.

Also Present: Paul Wadsworth as Parliamentarian, Manuel Yazijian as acting past president.

Absences:

Call to order - 8:00 PM ET

Roll call

Motion	Made by	Seconded by	Result
Approve Minutes from November 3rd, 2015	Henry Kessler	Jason Champion	Yes - Unanimous

1. NAWCC Guests
 - a. Tom Bartels
 - b. Jay Holloway

Motion made at NAWCC board meeting, read to the AWCI Board of Directors:

Proposal:

To establish a task force for the purpose of identifying common areas of interest and operations between the NAWCC and the AWCI and develop a cooperative agreement combining both Associations' efforts and resources to best fulfill their commitment to optimize the membership benefits, public education, and services they provide as well as the ability to most effectively accomplish their common mission of promoting horology now and for future generations.

Areas of common interest include, but are not limited to:

- Publications

- Museum
- Library
- Educational programs
- Facilities and Administration
- Internet Resources
- Advertising and Promotion

STRUCTURE:

The Task Force would consist of 3 Board members from each Association. The NAWCC Vice Chair would select 2 NAWCC other board members. The AWCI President would select the members from his organization.

Periodic progress reports will be provided to both BOD's with a formal proposal to be submitted by June, 2016.

Fred White and Drew Zimmerman met with representatives of the NAWCC in November to discuss the possibility of working together in collaboration with AWCI.

Drew Zimmerman: Has agreed with the collaboration from the get go.

Jordan Ficklin: ELM Trust has control over the library and the museum, not sure of the implications of working together with that separation.

Manuel Yazijian: NAWCC is mostly collectors, AWCI has been really forcing the re-introduction of workmanship, in turn charging more for better quality work. There is a perceived conflict with collectors having to pay more for repair.

Tom Bartels: No, doesn't agree with that sentiment at all. Their strength is perceived as clocks, AWCI has a weakness in the clock segment.

Josh Kroman: There is a perception in the industry that creates a potential divide that NAWCC is the collector side of things and AWCI is the technical side of the industry.

Fred White: Thank you gentlemen, we will discuss and get back in touch with you.

Motion	Made by	Seconded by	Result
To create an exploratory committee to examine the benefits of having joint collaboration between the NAWCC and AWCI.	Henry Kessler	Josh Kroman	Yes - Unanimous

2. New Business

Motion	Made by	Seconded by	Result
Motion Appears Below	Wesley Grau	Committee Motion	Drew Zimmerman - Yes Henry Kessler - Yes Aaron Recksiek - Yes Wesley Grau - Yes Joe Cerullo - Yes Jason Champion - Yes Josh Kroman - Yes Dave Kurdzionak - Yes Peter Whittle - Yes Craig Stone - Yes - Motion Passes

The BOE would like to request that a motion be brought before the BOD to approve the following information on the CW21 program be forwarded to the BOE for review. We also ask that this information be forwarded to the Chief Examiner by the end of January 2016. This would include all costs, set side by side for each of the formal assessments done during the 2014 and 2015 testing runs, up to the end of this year. It is time for the BOE to review all these expenses to determine the following:

- A.) All costs to AWCI for all materials for the CW21 program and its CEU follow-up program (including the costs and mailing of the CW21 and CEU certificates).
- B.) All costs for the facilities used for and during the examination program.

- C.) All costs encountered by the Administrators and the Administration process, including photographic and other written materials.
- D.) All costs of the assessment process to score the examinations.
- E.) All costs to reassemble the materials for use in the next assessment and any spare parts used at any time for the program.
- F.) All costs associated with the appeals review or the CEU process.

By reviewing all these statistics, it is the goal of the BOE to determine all the costs to certify a CW21 participant and determine what elements need to be re-priced, added, removed/replaced from the program and/or the need to re-price the entire program to keep the CW21 program profitable to AWCI. There have been many requests to change items on the assessment but the educational component is only one major element to consider. Without cost information, the job cannot be completed as needed to ensure the program stays solid and effective as an educational program as well as a cost effective product for our membership.

3. Committee Reports
- a. Finance Committee - Henry Kessler
 - b. Education Committee - Jason Champion
 - c. Spare Parts Committee - Drew Zimmerman
 - d. REC - Jason Champion
 - e. IAB - Henry Kessler
 - f. Convention Committee - Jordan Ficklin
 - i. 2016 Convention

Room Rate: \$149 + \$15 resort fee + taxes => \$180/night

Convention Registration: \$649, Plus one \$399, Board members \$300

- Continental Breakfast Thurs-Sat
- Lunch Thurs - Sat
- Dinner Saturday
- Hospitality including Thursday Evening in the Bowling Alley w/ hors d'oeuvres & drink coupons
- All day snack & coffee bar 7:30 - 5:00
- Internet, Water Bottles, Swimming, Gym

Available on site for extra charge: Spa & Golf

- Disclosure: TyBro meetings (employer of Dana Cerullo) gets 10% commission on room nights

Several Board of Directors members expressed concern that the 10% commission being received by TyBro meetings was not disclosed prior to Jordan agreeing to allow Dana Cerullo to help arrange the convention site.

Motion	Made by	Seconded by	Result
That we hold the 2016 convention at the Eaglewood Resort and Spa outside Chicago.	Aaron Recksiek	Craig Stone	Drew Zimmerman - No Henry Kessler - Yes Aaron Recksiek - Yes Wesley Grau - Yes Joe Cerullo - Yes Jason Champion - Yes Josh Kroman - No Dave Kurdzionak - No Peter Whittle - No Craig Stone - Yes Yes = 6 No = 4 - Motion Passes

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4. ELM Trust Donation by Eric Lincke
 - a. The ELM trust received a \$15,000 donation from retiring Watchmaker/Clockmaker Eric Lincke

Motion	Made by	Seconded by	Result
I move to award an honorary life membership to Eric Lincke in recognition of his donation to the ELM Trust effective upon receipt of the funds.	Henry Kessler	Joe Cerullo	Yes - Unanimous

5. AWCI seal(s) for horological manufacturing

- a. <https://www.ftc.gov/enforcement/cases-proceedings/closing-letters-and-other-public-statements/staff-closing-letters>
- b. <https://www.hodinkee.com/articles/the-ftc-takes-action-against-deceptive-marketing-practices-in-the-american-watchmaking-industry>

Motion	Made by	Seconded by	Result
See Below	Aaron Recksiek	Josh Kroman	Drew Zimmerman - Yes Henry Kessler - No Aaron Recksiek - Yes Wesley Grau - No Joe Cerullo - Yes Jason Champion - No Josh Kroman - Yes Dave Kurdzionak - No Peter Whittle - Yes Craig Stone - Abstain Yes = 5 No = 4 - Motion passes

I move to create a program to award American watch companies with AWCI Horological Manufacturing Seals based on their level of production or manufacturing in the United States. In order to capitalize on the current FTC investigations, media exposure, and Horological Initiative of Transparency, I move that we announce our intentions of creating the program in the next issue of the Horological Times, as well as on our website (AWCI.com) and social media accounts at the time the January Horological Times is being received by the members.

This motion also includes the formation of a 3 member committee, consisting of at least 1 Board of Directors member, appointed by the President, to collaborate and work with the Executive Director in working out the details of the program after it has been announced to the public. The committee will be given 30 days from the public announcement to finalize the initial framework of the program and report back to the Board of Directors by the February conference call.

Motion	Made by	Seconded by	Result
To adjourn meeting - 10:12 p.m. ET	Joe Cerullo	Henry Kessler	Yes - Unanimous