

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

Date: January 5th, 2015

Location: GoToWebinar

Directors Present: Fred White, Drew Zimmerman, Henry Kessler, Aaron Recksiek (absent until 9:22 ET), Wesley Grau, Joe Cerullo, Jason Champion, Dave Kurdzionak, Peter Whittle, and Craig Stone.

Directors Absent: Josh Kroman

AWCI Staff Present: Jordan Ficklin, Donna Hardy

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

Absences:

Call to order - 8:00 PM ET

Roll call

Discussion about how detailed the minutes should be. Specifically to limit the detailed information about each person's opinion.

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
Approve Minutes from December 1, 2015	Joe Cerullo	David Kurdzionak	Unanimous - yes

1. Committee Reports

- a. Board of Examiners - Wesley Grau
  - i. Certification Financial Information - Preliminary
  - ii. Nothing to report, has not met since before the last Board meeting.
- b. Finance Committee - Henry Kessler
  - i. Nothing to report, has not met since before the last Board meeting.

Joe Cerullo: Question to Henry Kessler about monthly or bi-monthly financial reports from the office staff.

Henry Kessler: Mary Ellen does submit accounts payable every month for review.

Joe Cerullo: What about spreadsheets showing cash flow and balances on hand?

Jordan Ficklin: We should be sending quarterly P&L, balance sheets, and cashflow statements to the Finance committee. Has not seen them for the first quarter yet, but should have them tomorrow. Should also have the 2nd quarter by the 15th of the month.

- c. Convention Committee - Terry Kurdzionak
  - i. Has not met since before the last Board meeting.
  - ii. Education is the real draw for the convention, as long as we have enough time to promote the programs and speakers.
  - iii. Trying to find a suitable place to hold the ELM trust dinner. Has not found anything yet.

Henry Kessler: What has been the issue with the venues already explored?

Terry Kurdzionak: The places that are charging for use of the venue and food are too expensive to be a viable fundraising opportunity.

Paul Wadsworth: The cost for attendance of the dinner has most recently been \$75. Last year, transportation was sponsored and the venue did not charge a fee. The only cost was for the food.

Manuel Yazijian: Has Jordan found a keynote speaker yet for the convention?

Jordan Ficklin: Not yet.

- d. Education Committee - Jason Champion
  - i. 2016 Convention education
  - ii. Members of the education committee will be tasked with contacting a random group of 36 members to poll them and find out what better education AWCI could be providing.
  - iii. Topics for Horological Times watchmaking excellence and clockmaking excellence
- e. REC - Jason Champion
  - i. Have not met since November, hopefully will have something to report next month.

Jordan Ficklin: Only 7 students have renewed at the student rate out of 52 that were given memberships free last year. Of those 7 are: 2 from OSU, 1 from NSCC, and none from LWT that currently attend there. Would like the REC to review why that might be, and find out how to get them to renew.

- f. Spare Parts Committee - Drew Zimmerman
  - i. Nothing to report, has not met since before the last Board meeting.
- g. IAB - Henry Kessler
  - i. Nothing to report, has not met since before the last Board meeting.

Fred White: Would like the IAB to support a book showing the correct and incorrect way to repair clocks and watches.

Jordan Ficklin: The Visual Dictionary of Watchmaking Standards is a project currently in the works starting with a new column in the Horological Times. CW21 Watchmaking Standards and CC21 Clockmaking Standards.

There was continued conversation between several Board members and Jordan about the uses by the watchmaker and validity of the visual standards book and how it would relate to the consumer.

Fred White: We will put this on the agenda for the midyear meeting and address it then.

- h. Marketing Committee - Henry Kessler
  - i. Nothing to report, has not met since before the last Board meeting.
- i. Horological Times Committee - Donna Hardy
  - i. Increased to 56 pages on average.
  - ii. Looking for good writers to submit the content we want.
  - iii. 2016 Editorial calendar has been submitted to authors.
  - iv. New column - American Spirit - To showcase new American watch manufacturing.
  - v. New mailing service is really stepping up and getting the issues out quicker.
- j. Membership Structure Committee
  - i. Wes Grau - There is a lot of discussion currently but nothing has been decided.
- k. NAWCC Committee - As per December 2015 conference call
  - i. Fred White
  - ii. Drew Zimmerman
  - iii. Jack Kurdzionak
  - iv. Jason Champion

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
To approve the appointments to the NAWCC Committee	David Kurdzionak	Craig Stone	Unanimous - yes Abstention - Drew Zimmerman

- l. AWCI Seals Committee - As per December 2015 conference call
  - i. Deadline to finalize the initial framework - February 1st
  - ii. Fred White - The committee is 1 member away from being filled.

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- 2. Old Business
    - a. None to discuss
  - 3. New Business
    - a. Yoshki Smart Badges
      - i. \$500 initiation fee, and \$2000-\$2500 annually.
    - b. Membership Renewal Numbers
      - i. Jordan Ficklin: Around 500 members or 1/3 of the membership have yet to renew their 2016 dues.

Motion	Made by	Seconded by	Result
To cease delivery of magazine for any delinquent member as of today's date	Wes Grau	David Kurdzionak	Unanimous - yes

Discussion took place on how to remind members to renew their dues and what to do in the future to get more members to renew on time.

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Jordan Ficklin: We don't have a clear picture as an organization on what the issues are with members that consciously don't renew their membership. We need to be able to get this information from former or outgoing members.

Discussion took place between Jordan and the board about how to accomplish a survey of the current members that haven't renewed their membership this year.

Discussion also took place between Jordan and the board in regards to the structure of the membership and the goals of the membership structure committee to help retain membership depending on the desired level of participation within AWCI.

Motion	Made by	Seconded by	Result
To have all sitting board members call at least 10 members who have not yet renewed and ask them 4 questions in survey form before the end of January	Aaron Recksiek	Henry Kessler	Amended and voted affirmative.

Motion	Made by	Seconded by	Result
<p>Amend the current motion to read: To have all sitting board members call at least 10 members who have not yet renewed and ask them 4 questions in survey form before the end of January, the questions will be submitted by Board Members via e-mail from January 5th to January 11th. The Board will convene a special meeting on January 11th to vote on the questions that will be used. The information captured from the questions will be used by the Membership Structure committee to submit a plan for membership before the Board of Directors midyear meeting.</p>	<p>Aaron Recksiek</p>	<p>Craig Stone</p>	<p>Drew Zimmerman - Yes  Henry Kessler - Yes  Aaron Recksiek - Yes  Joe Cerullo - Yes  Jason Champion - Yes  Wesley Grau - Yes  Dave Kurdzionak - Yes  Craig Stone - Yes  Peter Whittle - Yes</p> <p>Motion passes</p>

First examples of questions to be asked:

If you could have a magazine subscription only for \$99 would you choose that over full membership?

If you could purchase services a la carte which of the following services would you purchase:

- Magazine
- Referral directory
- Access to the library
- Access to educational courses

Have you received referrals from the AWCI website, if so how many over the last 3 years?

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
To adjourn - 10:29 p.m. EST	Joe Cerullo	Peter Whittle	Yes - Unanimous