



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

Date: January 11th, 2016

Location: GoToWebinar

Call to order - 8:00 PM ET

Roll call

Directors Present: Fred White, Drew Zimmerman, Aaron Recksiek, Wesley Grau, Joe Cerullo, Dave Kurdzionak, Peter Whittle.

Directors Absent: Henry Kessler, Josh Kroman, Jason Champion, Craig Stone.

AWCI Staff Present: Jordan Ficklin.

Also Present: Paul Wadsworth as Parliamentarian,

Absences: Manuel Yazijian as acting past president.

<b>Motion</b>	<b>Made By</b>	<b>Seconded by</b>	<b>Result</b>
Approve minutes from January 5th, 2016	Peter Whittle	Joe Cerullo	Yes - Unanimous

Jordan Ficklin: Over the last week (since the last meeting) over 100 members have renewed their memberships and that left us with ~390 members not renewed.

Board members were asked to submit question ideas via e-mail to the whole board over the last week. The questions submitted were:

1. If you could have a magazine subscription only for \$99 would you choose that over full membership?
2. 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
3. Have you received referrals from the AWCI website, if so how many over the last 3 years?
  4. Are you a member of any other professional organizations?
  5. Have you ever contacted AWCI for technical information or troubleshooting a repair?
  6. Would you attend an online technical seminar put on by an AWCI instructor?
  7. Would there be a better time of the year have your AWCI dues become due?
  8. What other benefits do you think AWCI could offer that would add value to your membership?
  9. Are you familiar with the new AWCI vision and mission statement that was revised March of 2015?
  10. Do you read the minutes of the Board of Directors meetings, if not, would you prefer them to be published in the Horological Times?
  11. Did you realize you hadn't paid your Awci dues for 2016, or did you decide to quit? If you decided to quit, why did you decide to quit?
  12. What drew you (motivated you) to join Awci in the first place?
  13. Did you ever attend a convention?
  14. How would you like to benefit from belonging to Awci?
  15. What's your reason for not renewing.
  16. What percentage of your income is watch related
  17. What changes would make you reconsider membership
  18. What benefits did you find most valuable
  19. How do you feel AWCI can better the watch and clockmaking profession?
  20. Is there a specific class you would want to see taught at AWCI?
  21. What would it take for you to rejoin AWCI?
  22. Are you a member on the NAWCC and would you consider a discounted membership price for being members of both organizations?
  23. Do you feel AWCI has the best interest for the watch and clockmakers? If not, why?

- 24. Are you still going to be active in the watch and clock industry without rejoining AWCI?
- 25. Is a large portion of your income still going to be generated from watch and clock repairs this year?
- 26. Are you passionate about watch and/or clock repair
- 27. Do you believe in doing work to the highest standards

The original motion called for four questions to be asked of the members who did not renew.

Copy of the motion: "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."

The original purpose of the survey idea brought up during the January 5th board meeting, was to determine how members would react to a different membership structure. The purpose was changed to determine why the members did not renew their memberships, before the list of questions is narrowed down to four, we need to determine what the main purpose of the survey is.

The decision was made to focus more on questions relating to find out why members did not renew their memberships.

Through deliberation, questions to ask the members who did not renew:

Motion	Made By	Seconded by	Result
"To accept the following questions for the board members to call and ask the members who did not renew." See Below	Aaron Recksiek	Drew Zimmerman	Yes - Unanimous

- 1. Did you realize you hadn't paid your Awci dues for 2016?
  - a. Or did you decide to quit?
    - i. If you decided to quit, why did you decide to quit?
  - b. If unpaid but want to rejoin then...
  - c. What's your reason for not renewing.
- 2. What member benefits have you taken advantage of in the last year? Which benefits did you find most valuable?

- a. Have you received referrals from the AWCI website, if so how many over the last 3 years?
- 3. Are you a member of any other professional organizations?
- 4. What would it take for you to rejoin AWCI?
- 5. Would there be a better time of the year have your AWCI dues become due?

Jordan will provide the information of the members to be contacted by the 12th.

Board members have until the February 2nd board meeting to contact their assigned members.

Motion	Made By	Seconded by	Result
To adjourn meeting	None	None	None

Respectfully submitted,

Aaron H. Recksiek, Secretary - American Watchmakers-Clockmakers Institute