

	<p>American Watchmakers-Clockmakers Institute Board of Directors</p> <hr/> <p>MEETING MINUTES</p>	
<p>May 10th, 2016</p>		

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Call to order: 8:06 p.m. ET
 Roll call
 Date: May 10th, 2016
 Location: GoToWebinar

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

Directors absent: None

AWCI staff present: Jordan Ficklin

Also present: Paul Wadsworth as Parliamentarian

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Motion	Made by	Result
Approve Minutes from April 12th meeting	President called for the vote	Yes - Unanimous

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1. Committee Reports

a. Board of Examiners - Wesley Grau

- i. Just finished piloting case refinishing and water resistance testing for the CW21 exam, felt good about what was accomplished. Wes has already stated his desire to retire from the position as Chief Examiner. In that light, there is a lot of work forthcoming with the exam and the board needs know that the workload may become too much with the current amount or participation. Projection of 24-36 individual exams per year before the changes were suggested. There is concern on his part about the chief

examiner being an on staff employee, it goes against the original designers of the exam.

There was discussion about the need for an on staff employee to handle certain tasks of the Chief Examiner and well as some areas that need some additional help and expertise, marketing, sales, technical documents, etc. The position has been advertised and we are waiting for applications and proposals to come forward.

- b. Convention Committee - Terry Kurdzionak
 - i. A member contacted Terry about the fees being associated with registering for the convention. The website that Jordan is using to help schedule and register is charging fees for each individual aspect of the convention. Terry was concerned that she had not been consulted about the fees as well as many other decisions that have been made with the convention.
 - ii. Response from Jordan, the iMis program used at headquarters was not capable of handling the registration. He sought out Eventbrite which is used by a lot of organizations for their conventions
 - iii. After there was concern from several members, Jordan made the decision to have AWCI cover the cost of the fees which will amount to approximately \$2,500.

Discussion took place about the role of the Executive Director and the Convention Committee chair in regards to decisions that are made and the work that is done.

- c. Education Committee - Fred White
 - i. Excerpts of an e-mail sent from Jerry Faier. He is concerned that there is very little going on with clockmaker education. He would like to see a part time position created at headquarters to help get the Clockmaker certification and Clockmaker education programs restarted. The clockmakers would also like a Clarity Conference to take place just like the Watchmakers did. The idea is in development to advertise the position of Chief Examiner and allow anyone interested to apply.
- d. IAB - Henry Kessler

Motion	Made by	Seconded
"Visual Dictionary of Standards" We establish (a) a list of the images we wish to obtain, (b) a description of the ideal lighting, cropping and file parameter requirements, and (c) that we allow our members and the horological	Henry Kessler	None

<p>community as a whole, to post pictures (as close to ideal as possible) of both poor job examples, and proper examples, on an AWCI controlled website that the world (or our members only) could access. The Educational Committee would select which pictures represent the best options for each item received thus far. And those would be the pictures that are published on our Visual Dictionary of Standards website.</p> <p>Rational: We are awaiting the creation of a budget for this project. Money could be made available, but this conversation led to the need to hire an employee that Jordan and Tom would manage throughout this project. Then the argument surfaced about the difficulty of locating an individual with the required skills, and certainly we will next address the limited possibilities within a reasonable radius to Harrison. I continue to believe AWCI needs another person, full or part time, but this project is a low cost solution that represents possible progress.</p>		
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Henry would like the Board to comment on his meeting notes that were taken from a meeting that Henry had with Alex and Rolex in Dallas. Many directors have felt like Rolex was not interested in pursuing a relationship with AWCI. When Henry met with Alex, the initial thoughts from the meeting were that there must have been a misunderstanding somewhere. The feedback from the board would be helpful to bring back to Rolex and create a document with their responses that we would ask their permission to publish.

- e. Marketing Committee - Henry Kessler
 - i. We need a photo to be submit to the marketing committee that we can use in a new ad campaign.
- f. Horological Times Committee -
 - i. Wes Simmons has resigned from the Horological Times committee and Fred is seeking suggestions for a replacement.
- g. NAWCC Committee -
 - i. Michael Gainey is going to teach a class at the NAWCC convention, 11 people have registered so far, there is only 1 spot left. The price was discounted over the regular 2 day class price but was still \$75 more than the similar NAWCC classes. \$595 is our regular price for a 2 day class.
- h. Internal BOD Marketing Structure Committee - Josh Kroman

Motion	Made by	Result
<p>The committee moves to change the AWCI bylaws to read:</p> <p>Article 1 Membership</p> <p>Sec. 1 Membership in the Institute has associated benefits which are subject to change at any time and at AWCI's discretion, and shall be limited to the following classifications:</p> <p style="padding-left: 40px;">A. Individual</p> <p style="padding-left: 80px;">1.AWCI Certified</p> <p style="padding-left: 80px;">2.Associate</p> <p style="padding-left: 80px;">3.Student</p> <p style="padding-left: 40px;">B. Corporate</p> <p style="padding-left: 80px;">1.Affiliate Chapter</p> <p style="padding-left: 80px;">2.Industry Advisory Board</p> <p style="padding-left: 80px;">3.Research and Education Council</p> <p>Sec. 2 Individual members shall have voting rights unless otherwise specified.</p> <p>Sec. 3 AWCI Certified Members</p> <p style="padding-left: 40px;">1. Will require the individual to have successfully earned a certification awarded by this institute, as currently determined by the AWCI Policy Manual.</p> <p style="padding-left: 40px;">2. Is permitted to participate in the AWCI Certified Marketing Package, defined below:</p> <p style="padding-left: 80px;">2a. May display the AWCI Certified logo and other marketing materials indicating their membership and certification.</p> <p style="padding-left: 80px;">2b. May choose to be listed in an online "Find an AWCI Certified Professional" Directory.</p> <p style="padding-left: 40px;">3. Is required to keep their certification in good standing, as currently determined by the AWCI Policy Manual.</p> <p>Sec. 4 Associate Members</p> <p style="padding-left: 40px;">1. Are not permitted to participate in the AWCI Certified Marketing Package, including usage of the AWCI Certified logo.</p> <p>Sec. 5 Student membership</p> <p style="padding-left: 40px;">1. Shall be reserved for those actively engaged in a recognized school of horology or apprenticeship program.</p> <p style="padding-left: 80px;">2. Is limited to a two (2) year period.</p> <p style="padding-left: 80px;">3. Shall not have voting rights.</p>	<p>Internal BOD Marketing Structure Committee</p> <p>Committee motion, no second needed</p>	<p>Postponed until the next meeting.</p>

<p>Sec. 6 Individual Membership Qualifications</p> <p>1. Senior membership</p> <p>1a. Shall be available to those members over the age of 70 who have been regular members of the Institute for at least five (5) consecutive years.</p> <p>2. Life Membership</p> <p>2a. Any individual member may purchase a life membership by making a one time dues payment as specified in the policy manual.</p> <p>3. Honorary Life Member</p> <p>3a. The Board of Directors may confer an Honorary Life membership upon anyone they deem worthy by 2/3 vote of the Board of Directors.</p> <p>3b. Shall have the same voting rights they had before receiving this honor.</p> <p>3c. Shall have the same rights as any Individual member.</p>		
<p>Sec. 7 Affiliate Chapter membership</p> <p>1. May be conferred on any organized horological group meeting the qualifications stated in the Constitution, Bylaws and Policy guide for this category.</p>		
<p>Sec. 8 Industry Advisory Board</p> <p>1. Membership shall be a company which meets the qualifications stated in the Constitution, Bylaws and Policy guide for this category.</p>		
<p>Sec. 9 Research and Education Council</p> <p>1. Shall be for those that meet the qualifications stated in the Constitution, Bylaws and Policy guide for this category.</p>		

The committee is proposing three different membership levels. The prices of membership will vary by membership level. The marketing package for certified members is imperative to the change in membership structure. The change will go hand in hand with the materials provided to the certified membership levels including a specific logo.

The initial idea of the AWCI Certified program was to allow older certifications to participate in the program. When Jordan asked the lawyer about trademarking the term AWCI Certified, including the older certifications would be problematic because trademarking a certification requires the trademark holder to require continuing education from the individuals participating. This would lead to requiring CEU's from the older certification holders if they wished to participate in the AWCI Certified program. The committee would like to be inclusive as possible with the older certifications and they would like to pursue how to make this happen.

The consensus is that the board needs more time to weigh the different options in front of them and talk about what should be done to refine the motion and figure out some of the details of the problems being presented.

Motion	Made by	Seconded by	Result
Postpone motion on the floor until the next meeting.	Craig Stone	Aaron Recksiek	Drew Zimmerman - Yes Henry Kessler - Yes Aaron Recksiek - Yes Joe Cerullo - Yes Wesley Grau - Yes Dave Kurdzionak - Yes Josh Kroman - No Craig Stone - Yes Peter Whittle - Yes

i. Nominating Committee - Dennis Warner

Motion	Made by	Result
Approve candidates for the Board of Directors 1. Nick Butt 2. Chris Kelley	Nominating Committee	Yes - Unanimous

Motion	Made by	Seconded by	Result
I move to revise the current Travel Reimbursement Policy 3.2016.03 by striking the phrase “accepted by the IRS for miles driven in service of charitable organizations” & “charitable IRS rate” and replacing it with “\$0.50 per mile”; and remove the phrase “whichever is the least”	Wesley Grau	Aaron Recksiek	Wes decided to table his motion until the next board meeting

After doing some calculations and using the reimbursement program, Wes felt like the current reimbursement policy that is in place was too low and didn't cover costs properly. He also felt like it is left open to interpretation by the executive director as to how much to reimburse.

Jordan disagrees with that opinion and states that he cannot change the IRS charitable rate and the policy clearly states what is acceptable. The Board approved the charitable reimbursement rate in March based on the numbers given at that time. There is another IRS rate that is used for reimbursement and that is the IRS Medical travel rate. This rate is determined by economists and is very accurate predictor of the actual cost of gas, etc. to travel by car. The regular IRS travel reimbursement rate includes estimations for maintenance, fuel, and depreciation. Jordan asked the board, does AWCI want to reimburse people for maintenance, fuel, and depreciation?

Wes tried to explain that the policy was not effective in proper reimbursement and the result was not beneficial to AWCI or Wes as it was a hassle for both parties to figure out the best travel options and left Wes feeling like much time was wasted on such a negligible amount of money.

The IRS charitable rate has not changed since 1998 and the IRS business travel rate is recalculated every year.

The idea to consult a professional accountant was presented to the board.

The rate we want to use should be tied to a variable rate that is recalculated on a periodic basis instead of setting a specific dollar amount. This would avoid us having to rehash this issue as inflation and economics change.

Maybe the best solution would be to assign a dedicated staff member to review pre-travel requests and assess the travel needs of the person traveling and offer the best option.

The board member should be trusted enough to make the most economical solution for their needs and the Institute.

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Motion	Made by	Seconded by	Result
Motion to adjourn - 10:18 p.m.	Joe Cerullo	Henry Kessler	Yes - Unanimous

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Respectfully Submitted,

Aaron Henry Recksiek

Secretary - American Watchmakers-Clockmakers Institute