

	<p><b>American Watchmakers-Clockmakers Institute Board of Directors</b></p> <hr/> <p><b>2016 Annual Convention MEETING MINUTES</b></p>	
<p>Itasca, IL   September 29th, 2016</p>		

**Call to order:** 2:30 p.m. CT

AWCI President Fred White presiding.

**Location:** Eaglewood Resort - Itasca, IL

*Roll call*

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

**Directors Absent:**

**AWCI staff present:** Jordan Ficklin.

**Also present:** Dennis Warner as acting Parliamentarian, board member elect Peter Pronko, incoming affiliate chapter chairman Sergio Berrios.

---

➤ **Current Board of Directors Business**

**Motion 9.29.2016.1:**

*"To accept the minutes from September 13<sup>th</sup>, 2016."* Made by: Henry Kessler, Seconded by: Wesley Grau. Approved unanimously.

Fred White explained that Dennis Warner was asked to fill in as Parliamentarian for Paul Wadsworth for the duration of the convention.

The board was asked if they had questions about any of the committee reports that were submitted before the convention and posted on the AWCI website.

The AWCI Member Network Committee was brought up and the lack of posts over the last several years has brought the committee to recommend the message board be closed and

the archive be removed.

---

**Motion 9.29.2016.2:**

*"This message board is not being used, it is my recommendation to end the committee and close the message board."* Made by: AWCI Member Network Committee. Approved unanimously.

---

**Motion 9.29.2016.3:**

*"To disband the AWCI Horological Seals committee."* Made by: Craig Stone, Seconded by: Joe Cerullo. Approved unanimously.

---

There was discussion about the AWCI Horological Seals Committee and how the opportunity of relevancy had passed. There has been no real forward motion of the committee.

The Marketing Structure Committee is still working on the changes that were approved by the board earlier in the year and they will be implemented later in 2017.

The NAWCC Committee has been working with the NAWCC to present at their 2017 convention.

The topic of the Spare Parts Committee was also brought up and how the staff at AWCI was going to take over contacting the various companies and get them to answer the specific survey designed by the committee. The change in staff has not allowed them to begin this task but Jordan is hopeful he can train someone soon to carry on that work.

There was an inquiry about the status of the Committee for Digitization of the Technical Library and where the members and chairman of the committee stand. We currently deliver about 10 technical guides each week to members from the archive. The section of our website that has posted tech guides gets thousands of views. There has been an idea proposed where the technical library can be scanned and posted on the AWCI website. It could then be open to the general public and AWCI will generate revenue based on selling advertisements on the webpage.

There was a suggestion to approach a parts supplier to pay for the project up front so the money would not have to come out of the budget. The company that puts the money up front could be offered a deal with free advertising for a period of time.

---

**Motion 9.29.2016.4:**

*"To approve all the committee reports."* Made by: Josh Kroman, Seconded by: Peter Whittle. Approved unanimously.

---

There wasn't a lot of activity with the affiliate chapters meeting this year. They met earlier in the day and don't have any motions to bring before the Board of Directors. They elected a new chairman, Sergio Berrios.

The IAB meet earlier in the day. The question was asked if the brands support AWCI and mainly our certification program. Unfortunately only one watch brand showed up to the meeting, Rolex USA. Rolex was enthusiastically supportive of AWCI and our certification programs.

There was a marketing packaged agreed upon that would cost about \$10,000 and be used to promote the watchmaking profession and try to get young professionals to enter the industry.

The idea of creating an app was also discussed where someone could assemble the parts of a watch and it would start working when all the parts were assembled. This would also be used to drive interest in our organization and our industry.

---

Each board member was asked to prepare a report to be presented to the board as a response to 5 questions they were given:

1. *What do you see your role as a Board member being?*
2. *What action should you take to fill that role?*
3. *How do you view the current state of the board of directors?*
4. *What changes do you feel are necessary to improve the function of the board of directors?*
5. *Are there any structural changes to the board that you feel are needed to create a more productive and efficient board of directors?*

The time was given to each board member to give their responses. Most members feel the board is strong and the members enjoy working with one another. The issue was brought up about how the number of elected board members was reduced over the last few years and how that may have affected the productivity of the board. The main theme that was brought up was communication between board members and what the best methods are to improve it. There was an idea brought up to possibly change term limits of board members and change the frequency of elections to reduce the board turnover and also save money by holding elections every two years, this would require a constitutional change by membership vote.

There was discussion about the requirements of board members to serve on committees. Currently there is no requirement, but it was suggested that maybe we should create a rule for each board members to serve on a committee.

---

**Motion 9.29.2016.5:**

*"To appoint Bryan Dews and Mark Baker to the education committee"* President's appointment made by Fred White. Approved unanimously.

---

Jordan Ficklin was given the floor to offer his annual State of AWCI report. AWCI has continued to work at fulfilling its mission. Book and DVD sales were strong. Education was in high demand, with case and bracelet refinishing being the most popular.

There was discussion about the availability of old AWCI videos and where they are currently available. There was discussion about the viability of digitizing these old videos and making them available on the web to members or by a subscription service.

AWCI ventured out to exhibit at Maker Faires this year. The idea was to promote the organization and introduce young people to the industry. Local members and affiliate chapters helped Jordan out in Austin, DC, and Cincinnati.

The financial outlook of AWCI is strong, the assets currently sit at \$7,141,667. However, the investments did not perform as they were projected by the end of the fiscal year.

Current membership numbers stand at: 17 affiliate chapters, 20 honorary members, 29 IAB members, 312 life members, 3 magazine subscriptions, 5 REC schools, 3 non-industry REC schools, 992 regular members, 207 senior members, 42 first year students, and 24 second year students.

The question was asked, "How do we measure our success as an organization?"

Jordan shared his assessment of what made the organization successful in the beginning years, change. We cannot be scared to try something new with the fear of failing.

In the report provided by Jordan, there are a number of items in the ELM trust that he would like donated or sold to AWCI to be used for education purposes. AWCI has the first right of refusal for any items that the ELM trust wishes to sell or donate.

---

## ➤ **New Board of Directors Business**

---

Sergio Berrios was sworn in as a Director in the position of Affiliate Chapter Chairman.

Peter Pronko was sworn in as a member elected board member.

The election of a new Executive Committee was conducted by Dennis Warner. Fred White was nominated to serve another year as President. Joe Cerullo was nominated for the office of Vice-President, Aaron Recksiek was nominated for another year as Secretary, and Henry Kessler was nominated for another year as Treasurer. The nominations were approved unanimously by the Board of Directors.

---

Jack Kurdzionak, ELM Trust chairman, addressed the board to discuss the state of the ELM trust's collection. There are many items in the museum as well as all the inventory in a storage room at AWCI headquarters. The trust decided to revise the current collection in the museum to highlight significant contributions to American horology.

---

**Motion 9.29.2016.6:**

*"I move to request the transfer of ownership from the ELM Trust to AWCI, for the items proposed by Jordan in his annual report to be used for educational opportunities. The education committee will be tasked with developing complicated watch restoration courses in collaboration with Jordan and Tom Shomaker."* Made by: Aaron Recksiek, Seconded by: Craig Stone. Approved unanimously.

---

**Motion 9.29.2016.7:**

*"To adjourn, 5:26 p.m. CT"* , The president stated that the meeting would be adjourned as long as there weren't any objections from the board. Approved unanimously.

---

Respectfully Submitted,

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