

	<p style="text-align: center;"><b>American Watchmakers-Clockmakers Institute Board of Directors</b></p> <hr/> <p style="text-align: center;"><b>MEETING MINUTES</b></p>	
<p>July 12th, 2016</p>		

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Call to order: 8:00 p.m. ET - AWCI President Fred White presiding

Location: GotoWebinar

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Roll call

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

Directors Absent: Craig Stone

AWCI staff present: None

Also present: Paul Wadsworth as Parliamentarian

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<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
Approve minutes from May the 10th	Peter Whittle	Henry Kessler	Yes - Unanimous

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
Approve minutes from June the 7th	Henry Kessler	Peter Whittle	Yes - Unanimous

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## **1. Committee reports**

### **a. Convention Committee - Terry Kurdzionak**

Jordan was not on the call so attendance numbers up to this point were not available for discussion. Jordan sent out a convention flyer and they were hoping for an increase of registration after the flyer hit. The plus one activity plans that were in process are now confirmed. They are still looking for donations from the IAB for the attendees gift bags. The venue for the ELM Trust dinner is going to be at the same venue as the convention. They would like the theme of "It's a great time" to be in synergy with all aspects of the convention including the ELM Trust dinner.

### **b. Finance Committee - Henry Kessler**

The executive committee met for the purpose of extending the deadline for the budget by 60 days. This request was approved and the budget is still being worked on.

Items of interest that are still being discussed by the committee:

The year end fee for the investment company was not included in the current copy of the budget provided so that number needed to be taken into account when preparing the new budget.

When the Perpetuation Fund gains/losses were eliminated from the calculations of the yearly profit/loss, the Institute was able to run last fiscal year with only a loss of \$15,000-\$20,000. In just the last few days the Perpetuation Fund has managed to increase in value by around \$132,000.

The books that are requested to be ordered in the current budget are still in question, the committee feels like this could be done more economically, possibly by pursuing digital content.

There is a coming request by the Education Committee for \$15,000 to \$20,000 to hire a clock director that is not included in the current budget.

There was a request by OSU Institute of Technology to host a CW21 exam for their students. The Institute would need at least five participants for that exam to be able to break even.

There is a request for a change to the current alarm system at headquarters. This would include more up front costs but smaller long term maintenance costs. There is discussion about the sophistication of the alarm system and maybe there is an option to reduce the costs there.

There was a request to install energy efficient light fixtures that would also be large up front costs but smaller long term costs.

Jordan is in the process of looking for a new education and certification coordinator. The board discussed the resignation of Cindy Whitehead.

The cost for ballots to hold a yearly election in \$6,000. That number seems a little high according to the committee. They are looking into our options to somehow lower that cost. The current system allows members to vote by mail or online and the ballots are counted by a CPA.

There was discussion about the new "AWCI Certified" marketing program, the cost for the marketing programs was not included in the budget. The program is still in development so official numbers have not been requested in the budget. There was a thought that the program was intended to entice former

members to rejoin the Institute. It was clarified that the intention was never to entice old members back but to encourage new members to join who maybe haven't ever been a part of the Institute in the past. The committee would like money to be set aside for marketing the certifications.

There is a request for money to redesign the website. The last budget had \$9,000 to accomplish this and it was never spent.

The discussion changed from the budget to how we can stop the continuing decline of membership numbers. There was discussion about the Institute expanding its list of available products and services to be able to generate an income off those programs and not rely so heavily on the current membership numbers. There was discussion that there shouldn't be any programs implemented unless they translate to a direct increase in more money coming in for the member.

### **c. Education Committee - Jerry Faier**

The board was provided with a document to review: RFP FOR REVIEW - Program Director for Clockmakers Job Description.

There have been several request for the clockmaker certification to be re-instated. The certification was somehow discarded several years ago, and nobody really knows exactly when or why. The education committee would like to propose a program to get the clockmaker education and certification back on track. This would require a temporary person on staff to work on these projects.

There was a question as to whether this person will be a clockmaker counterpart to what Tom Schomaker offers at the Institute. The initial intention of this position is to get the certification back on track and then hopefully grow in the position and potentially be able to fill that role.

There was discussion about what the cost of the new clockmaker certification will be and whether or not the clockmakers interested in becoming certified have been given a preliminary guess as to the future cost. There was discussion about being able to see some return on investment of the \$15,000-\$20,000 requested from the program, and what it would take to ensure that the program does not lose money. Unfortunately there isn't an easy way to come up with the number initially to ensure interest in the certification. The committee feels like if the Institute continues to provide nothing of value to the clockmakers that they will continue to leave the Institute and the value of the program will reflect in the membership dues paid by those individuals.

There was some discussion about putting too much power in one person, there is concern about who this individual would report to and what their employment status would be. There have already been details put into place about this individual having a reasonable amount of oversight.

Motion	Made by	Result
<p>Request for Position - Program Director for Clockmakers Job Description Document</p> <p>Motion: for the BOD in reference to the Clock Director program: The President and BOD approve the CD program along with the budget suggested and direct the Executive Director to move forward to bring this person on line by the end of this year.</p>	Education Committee	<p>Drew Zimmerman - No</p> <p>Henry Kessler - No</p> <p>Aaron Recksiek - No</p> <p>Joe Cerullo - Yes</p> <p>Wesley Grau - Yes</p> <p>Dave Kurdzionak - No</p> <p>Josh Kroman - No</p> <p>Peter Whittle - No</p>
		Motion Fails

There was discussion about the overall support for the desire to increase the education and certification for clockmakers of the Institute but the cost of this initial program seemed too high. There were several members who said they would support a smaller less costly program.

There was discussion about some of the duties of this clock director be handled by the education committee to help cut some of the costs estimated in the program. If education is desired, there can be some classes implemented without having to hire a new staff member, this would also save on the costs of this program.

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## 2. Committee appointments

Motion	Made by	Result
<p>To appoint the following individuals to the education committee:</p> <ol style="list-style-type: none"> <li>1. Andrew DeKeyser</li> <li>2. Peter Pronko</li> <li>3. Michael Gainey</li> </ol>	President's appointment	Yes - Unanimous

There was discussion about the need to appoint some new members to the Horological Times Committee, it was decided that this will be done at a later meeting.

<b>Motion</b>	<b>Made by</b>	<b>Seconded by</b>	<b>Result</b>
Motion to adjourn 9:22 p.m. ET	Josh Kroman	Aaron Recksiek	Yes - Unanimous

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Respectfully Submitted,

Aaron Henry Recksiek

Secretary - American Watchmakers-Clockmakers Institute