

PRESERVING AND DISPLAYING OUR HOROLOGICAL HERITAGE

Dear Fellow Members:

NAWCC's role as the leader in horology would be incomplete without a world-class Museum. How can we aspire to educate the public about the art, science, and history of horology without a comprehensive learning center that combines Museum, School, Library, and Research Center? And how can we honor our heritage without acquiring, preserving, protecting, and displaying the very best examples of man's tireless efforts to harness time?

As our Museum approaches its 40th anniversary in 2017, we must redouble our efforts to tell the story of horology and its impact on our world through innovative exhibits and imaginative displays to showcase the very best examples of timekeeping. If a picture is worth a thousand words, seeing a rare and beautiful clock or watch "in the flesh" is worth volumes.

Putting the timepieces in context so we appreciate why they were developed and their effect on peoples' lives breathes life into otherwise inanimate objects. The goal of our Museum is to tell the who, what, when, where, and how of timekeeping in a thoughtful and engaging way.

Capitalizing on Our Unique Position

Many of our greatest clocks and watches are preserved and exhibited as decorative arts or as part of the science and technology component of major museums around the world. These presentations are beautiful and valuable, but necessarily deal with only a small part of the story. There are only a few museums like ours, principally dedicated to the full history of timekeeping. Indeed, since the closure in the 1990s of the former "Time Museum" in Rockford, IL, our Museum has the broadest collection of clocks and watches in the United States. While the American Clock and Watch Museum has a wonderful collection, its focus is on American-made timekeepers.

Because we have a unique position, we might be tempted to rest on our laurels. We should resist that temptation. Our mission is now a worldwide mission. We must act now to increase our capabilities, enhance access, add to our collection, and demonstrate the relevance of timekeeping to the advancement of societies. Whether from a broad historical perspective or as part of the cutting edge technology that helped build our modernized economies, the story of time remains relevant and important. Who better to tell that story—indeed, who better to



FOR ALL TIME
*75th Anniversary Endowment
and Capital Campaign*

demonstrate that story—than our Association through its Museum? Combined with our superb Library and the tremendous expertise of our staff and members, our Museum leads the way in educating the public about the history of time and timekeeping.

Expanding Our Reach

As discussed in my previous article on horological education, the NAWCC is busily exploring the brave new digital world. We've been recording, cataloging, and making available all sorts of educational programming using our website, webinars, the Museum, and the Library & Research Center. From the Museum's perspective, the digital age offers tremendous opportunities to enhance access to the collection and expand our ability to educate the public about clocks and watches. While there is no substitute for making the trip to Columbia to see

our Museum and the wonderful collection, we must take our Museum to the world in every way possible to share what we have with our members and the public. That not only includes fully cataloging and photographing our collection but also expanding our collection into areas of current interest so our Museum remains relevant to young and old. We must team with modern manufacturers, other museums, and the industry that has grown up around the buying, selling, and repairing of timekeepers to develop displays that educate the public about clocks and watches. Interactive and virtual displays, specialty exhibits, guest curator exhibits, and traveling displays where our members and their collections become part of an expanded museum capability are other possibilities we must pursue. Our national conventions and annual symposia are golden opportunities to tell the story using the artifacts themselves. For example, last year's Pasadena symposium yielded a once-in-a-lifetime exhibit of Tompion clocks and watches for our Museum.

The Time Is Now

Our Museum and its staff are recognized as among the very best in the country. Confirming this excellence is the accreditation recently granted by the American Alliance of Museums. We should be very proud of this accomplishment and respectful of the hard work done by our staff and members to achieve this distinction.

While we are proud of our Museum and excited about the progress we've made in the last 37 years, we are even

more excited about what remains to be done. As with our Library and our educational programs, it is often special project donations that get us started or ensure successful project completion. Special project donations will continue to be important. But now is the time to solidify our financial foundation and position ourselves for future growth. That's why we are pursuing a program of more long-term giving through the For All Time Endowment and Capital Campaign. The capital component will allow us to pursue strategic projects while the endowment ensures financial sustainability. Our endowment, like the orchard we plant and nurture until it bears fruit, will allow us to harvest the fruit, year after year, thus ensuring a bright future for the NAWCC.

How You Can Help

While our Museum is well respected and a source of great pride, we have a long list of improvements that must be made if our Museum and Library & Research Center are to function as an active and dynamic education center focused on time and timekeeping. It will take imagination and resources to achieve our goals. Whatever the next decades bring, I'm confident that what we are doing now will ensure our success. I want you to be part of that success.

You can help make sure that the NAWCC has a bright future through your contribution to our For All Time campaign. If you have thoughts or ideas about our Museum, the NAWCC, or the campaign, please call me at 713-261-4978 or email me at goalsbyg@swbell.net. We look forward to hearing from you and to putting your generosity to work. Thank you.

—George Goolsby

FOR ALL TIME

75th Anniversary Endowment and Capital Campaign

DONORS

INDIVIDUALS

Betty B. Crouse
Chuck and Cindy Campbell
Chester Ekstrand
Roger J. Gendron
David A. Lee
David W. Dunn and Louisa E. Dunn
Eugene and Barbara Volk
Fortunat Mueller-Maerki
George and Cathy Goolsby
Jerry and Linda Thornsberry
Joanne S. Orr
John G. Kirk
Mary Ann Wahlner
Michael Dempsey
Philip C. and Carol M. Gregory
Ruth and Hugh C. Overton Jr.
Steve and Sandy Humphrey
Tim Orr
Tom and Donna Bartels

CORPORATIONS

Donegal Mutual

FOUNDATIONS

Dudley and Yolande Cline Trust
Crystal Trust
Betty R. Deroski Revocable Trust

NAWCC CHAPTERS

Buckeye Chapter 23
Florida Regional Chapters
Rio Grande Clock Club Chapter 117
San Jacinto Chapter

In Full Revolt

Again the crimson clouds turned dawn to morning—
but I ignore my ringing clock.
I feel the shower on my neck and shoulders,
Although I am still nestled in my bed.
Again, I am in full revolt and plan
To sleep away the day;
But then through cross-woven lashes, I see
My shoes leaving for work without me.

by James J. Raciti

James J. Raciti is a native Pennsylvanian. He is now retired from a career in higher education (University of Maryland Overseas) and the US Air Force Space Command in Colorado Springs. The poem appears in James' latest work, *The Bird Chart Boy* published by Sunstone Press in March 2014.