

Value of Your Consistent Support

by **George Goolsby (TX)**

In the January/February 2017 issue of the *Watch & Clock Bulletin*, I shared with you why endowments make sense for our Association; in this issue I want to emphasize our ongoing need for financial support and the range of giving opportunities available to you.

Because endowments take years to grow and, in many cases, comprise various forms of planned giving, such as by trusts or wills, we cannot expect our endowments to generate large sums of annual income in the near term. Indeed, it may take a decade or more for pledges to be honored and for gifts by will to produce a sustaining, significant source of income. In the meantime, we will continue to rely on the membership fee and other revenue, plus our non-endowment savings, to fund our operations. For example, while we have surpassed the \$2.5 million mark in the For All Time 75th Anniversary Endowment and Capitol Campaign, much of that total is by multiyear pledges and planned giving. A significant portion has been for capital improvements. We are making tremendous progress, but we are still in the early days of building our endowment's engine and must realize that to sustain our excellence we also need gifts for current and near-term requirements.

We will continue at the NAWCC Board level to work with our executive director and staff to live within our means and make the sometimes difficult decisions in developing our annual budgets, but it is clear that members and friends who can do so must provide additional financial support for our annual operations. That's why our executive director, J. Steven Humphrey, emphasized in a recent column the ongoing importance of our Partners in Time Annual Appeal, which runs from October 1 to the end of each fiscal year in March. The Annual Appeal is the means by which we generate additional revenue for current operations. Humphrey wrote: "We ask that members and friends first support the Annual Appeal as it helps with the current needs of the NAWCC and, if your



finances allow, support the [For All Time] Campaign and specific projects."

Understood in this way, we are seeking to achieve an appropriate balance between our current needs and our long-term prospects for surviving and thriving in an ever-changing world. So what does this mean to you, a member or friend of the NAWCC, who wishes to help? It means that any gift you give is vitally important. It also means you have a wide range of choices in how you can help, with any and all gift choices representing an investment in our Association and its mission.

The range of choices is illustrated by our Ways to Give under the Giving tab at nawcc.org. The For All Time Campaign consists of four endowments—National Watch and Clock Museum, Library and Research Center, Education, and the Association's operations and services—and funding for long-term capital projects. You may consult Specific Needs under the Giving tab to see the categories and priorities and view the capital project list.

Moving from the For All Time Campaign to gifts for current operations, the Annual Appeal opportunities include familiar needs such as current support for the Library and Research Center, Museum, Education, and National operations. Many who give through the Annual Appeal simply say that they wish their gift to go to “the areas of greatest need,” which grants discretion in how best to use your gift.

Please do not be constrained in making your donation to just these categories and lists. You may be interested in particular areas not specifically listed or that may not appear on the list because they are part of a larger category, such as Education. We can accommodate most requests once we know your wishes. For example, you may wish to support our hands-on training classes, or the Symposia, or exhibits at Regionals and Nationals. Or you might wish to explore the creation of an endowment for a particular purpose, such as the Symposia or to create a research chair to fund interns or researchers. Realize also that you may choose a category or program and pledge a challenge or matching gift arrangement to incentivize others to step forward with their gifts.

In my previous column, I wrote: “Your Association needs you to be part of our future. Please help us if you can, when you can, and to the fullest extent you can.” To that I now add “and for whatever purpose you choose.”

For more information on the Campaign, please visit foralltime.nawcc.org.

To receive campaign literature or if you have questions or need help, please contact me at goolsbyg@swbell.net or 713.261.4978 or Executive Director Steve Humphrey at shumphrey@nawcc.org or 717.684.8261, ext. 209, and we’ll be happy to respond.

About the Author

For the past four years George Goolsby has been a member of the NAWCCs Board of Directors and served as the chair of the Development Committee and the For All Time 75th Anniversary Endowment and Capital Campaign. He has been a member of the NAWCC for nearly 40 years.

New Technology, Ingenuity Reinvent Pocket Watches

For many people, time can be found in their pocket, purse, or hand, not on their wrist. I’m referring to cellphones with the time emerging from the darkness when the button on the phone is pushed after a lull in use.

In a way, the cellphone has become a sort of pocket watch.

And that function is what one owner of a watch repair and sale shop describes as the cyclical nature of timekeeping, at least from a watch perspective.

Mike Knight, a member of the National Association of Watch and Clock Collectors, Inc. and owner of Knight Watch and Jewelry Co. in Colorado, described to *The Gazette* that pocket watches were replaced by wristwatches in World War I and grew in value over the past century. Now, cellphones are harkening back to pocket watches.

“It’s kind of come full circle,” Knight said to Colorado Springs, CO, reporter Kaitlin Durbin.

If the trend continues, wristwatches will lurch into popularity. Then pocket watches. Then wristwatches etc.

While cellphones have inadvertently brought the pocket watch into the 21st century, pocket watches have in a way been reinvented through wristwatches.

Vortic Watch Co. makes wristwatches using existing pocket watches and a 3-D printer to create the case where the movement is inserted.

DoughBoy Watch Co. straps the pocket watch onto a leather band, so the wearer appears to have an actual pocket watch on their wrist.

Some—those among us who are purists—may approach these changes with skepticism, but you have to applaud the ingenuity and the determination to promote these classic timekeepers.

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—Therese Umerlik (PA)