



The MAINSPRING

A Monthly Publication from
Southwestern Chapter 15 of the
National Association of
Watch and Clock Collectors

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Save the date

May 19

10:00 a.m. Chapter programs
Don Bugh
“Moving a Seth Thomas Street Clock
to Texas” and “Sidewalk Clocks of
Texas”
16800 Gower St., Pflugerville

June 23

10:00 a.m. Chapter program
Pat Holloway
1105 Lafayette Lane (Holloways’)
Pflugerville

June 30/July 1

9 a.m. – 5 p.m.
Stenciling/Painting workdays
1105 Lafayette Lane Holloways’

Current Board Members

President – Ken Reindel
President@nawcc-chapter15.org

Vice-President – Jay Holloway
VicePresident@nawcc-chapter15.org

Treasurer – Tom Tarpy
Treasurer@nawcc-chapter15.org

Secretary – Pat Holloway
Secretary@nawcc-chapter15.org

Director of Programs – Gary Sertich
Programs@nawcc-chapter15.org

President’s Message

Dear Members,

Have you watered your grass lately? ☺ We seemed to have a pretty normal (and VERY welcomed) rainfall in March. But April was pretty dry here with only a trace of rainfall. Interestingly, these conditions have been similar elsewhere in the USA. Folks I know in the Ohio area were commenting that it was near drought conditions up there, with the winter bringing a remarkably light snowfall total. We traveled to Orlando in Mid April for a family wedding. While there, local folks were commenting about a drought. I can’t imagine a drought in Florida! The first week of May has brought some relief with measurable rainfalls here in Central Texas. Hopefully this trend will continue for us as well as for other areas of the country in need. Here in Austin we never complain about the rain!

I would like to thank Darrah Artzner, President of Chapter 139 and Chapter 15 member, our very special guest in April who came over from Houston to present a fascinating session for us on the history of Rockford watches. We also appreciated Darrah bringing his personal collection of Rockfords to display for us. They created quite a conversation. The unique dials, hands and case designs, the history and evolution of the movements were fascinating topics.

Coming up later this month, Saturday May 19, fasten your seat belts for an exciting “double-header” presentation from Don Bugh as he articulates “Moving a Seth Thomas Street Clock to Texas.” It will be interesting to see how Don moved a massive Seth Thomas clock from Canada down to College Station, where he installed it in his back yard! The second part of the presentation will be “The Street Clocks of Texas” during which Don will share some of his findings on these wonderful historic clocks.

We’re very much looking forward to the National this year in Pasadena, CA. Personally, we have numerous friends in Chapter 133 and look forward to meeting with them and comparing notes. One of our friends, Al Bloore, did an exceptional article on the history of the Style F self winding clock movement in this month’s NAWCC *Watch and Clock* issue. If you haven’t seen it, you should check it out.

Meanwhile, back here at home, we had a very productive Annual Meeting on April 29. Pat will present a summary on it later in the Newsletter. But I want to touch on some highlights. First, we spent some time reflecting on the great things we have here in Chapter 15 as well as our aggressive Mission statement. An important point is that our Mission is a journey, not a destination. No matter what we accomplish, we will always want to—and must--do more.

We reviewed our Report Card against our Mission, which is summarized here for those who could not attend. (Continued on page 2)

President's Message (continued)

The group agreed that we've done ok on offering superior educational and social activities, vibrant monthly programs, and other events but need to step it up a notch on workshops. When you look at the list of programs presented last year, it is quite astounding. I would like to once again thank everyone who has contributed to these monthly programs. Coming again this year we have a great number of new programs, so stay tuned—something is bound to interest you!

We continue to make a priority of working on our communications with members. I want to thank our Secretary Pat Holloway for her hard work on the Mainspring, our primary communications medium. She's shaped it into a great Newsletter, clearly one of the best in the NAWCC, and is right on schedule with her monthly publications.

We recognize that the website needs some work. Our new Vice President Jay Holloway, voted in at this year's annual meeting to replace Bob Rasmussen, has stepped up to the challenge of "outbound marketing" of Chapter 15 (e.g., improving our website and communication with folks outside of Chapter 15). Likewise Jay also accepted an appointment to work on several projects to recognize deserving members, something that we identified long ago as an area for much needed improvement. Thank you Jay for stepping up to these new tasks!

Although we have been fortunate to see several new members join in the last year, we felt that we are not keeping up with the natural course of attrition in the Chapter. We polled the folks in attendance regarding how we could improve new membership and community awareness. We received some outstanding feedback and we will be acting on that over the next year.

Our final report card grade relates to how effectively we are working and collaborating with other Chapters and local organizations. All felt that it has improved quite a bit, but more room for improvement exists. As a group we discussed some ideas and will be taking action on them over the upcoming months.

Item	Grade 1 lowest 5 highest	Possible Next Step
Offer superior educational and social opportunities: Vibrant monthly programs, all day workshops, other events	3-4	Schedule workshops
Continue to update and improve communication with members: The Mainspring, website	MS 5 WS 2	Actively investigating website issues now
Provide recognition to deserving members	3	Several projects in work
Improve new membership, community awareness	2	Looking for input from members!
Work with other Chapters and CAWCG Guild to achieve Chapter 15 Mission	4	Many folks active in other Chapter activities on regular basis. Must keep focus on this

Our Treasurer, Tom Tarpy, presented the Treasurers report. As we expected, the Chapter account shows a drop off due to increasing expenses, which we've hopefully addressed with the dues increase that was identified and approved last year by members. Thank you Tom for your hard work and diligence in keeping the books managed!

Finally, we voted in the By-law changes. These changes reflected much-needed improvements to allow us to carry out our Mission. We updated the role of the Vice President to reflect what we've actually been doing for a long time and what makes sense for the Chapter. We also updated the elections so that folks who truly wish to contribute can, while maintaining the spirit of the original by-law. And finally, we formally voted in the dues increase (which was actually approved by members at last year's meeting) so we can continue to afford to operate the Chapter in the light of rising expenses.

Thanks again to all those that were in attendance, and likewise to those who could not attend, for your continued support of this great Chapter.

Welcome new NAWCC and Chapter 15 member – John Hagan

Painting and stenciling workdays

April 14th and 15th provided another opportunity to work on transfer painting and stenciling. As you can see, we work on a wide variety of projects, learning and experimenting with various techniques and materials along the way. Like to hear more, or join us for this fun activity? Contact Pat for details on upcoming workdays.



Annual meeting program

Darrah Artzner, Chapter 139 President and Chapter 15 member, was the speaker at our 2012 Annual Meeting held Saturday, April 28th in Pflugerville. Photographs and examples of a wide variety of Rockford pocket and wristwatches and movements supplemented his very informative presentation on the Rockford Watch Company. In addition to highlighting events in the birth and history of the company, Darrah also shared some of their advertising materials that provided further insight into the company and the high quality watches they produced.

Like many of the early American watch companies, Rockford Watch Company had close ties to the decline of another watch company – in this case, the Cornell Company (Chicago, Illinois) that moved to San Francisco. Several of the Cornell employees who did not make the move worked together with investors to form the Rockford Watch Company in nearby Rockford, Illinois. Rockford was a particularly attractive site due to its proximity to multiple railroads – one of their target markets. The company was organized in 1874, and produced their first watches in 1876. They company failed in 1896, was reorganized and continued until about 1915.

It was interesting to learn that there was also a Rockford Watch Case Company and cases can be found with Rockford Watch Case markings.

As Ken said in his message, we really appreciate Darrah’s coming from Houston to share his knowledge of the Rockford Watch Company (and for patiently answering all of our watch-related questions)!



Treasurer’s Report	
Chapter Account	\$7,038.73
Exp: April Newsletter, nametags, website	-47.57
Inc: Membership and renewals	40.00
Balance	\$7,031.16
Regional Account (unchanged)	\$4,163.60

Proposed by-law changes

During the annual meeting, all of the proposed by-law changes were passed unanimously. An updated copy of the by-laws will be prepared and posted on the website for easy reference.

Dues increase: One of the approved changes was to increase the dues from \$10 to \$15 per year. ***There will be a one-month grace period for all those who have not yet renewed for 2012.*** Take advantage of this period to renew now for 2012, or if you’ve already renewed for this year, you may take advantage of the \$10 rate and renew for additional years. All payments must be postmarked by May 31, 2012. If you’re unsure of your renewal status, please contact Pat via email (pwholloway@suddenlink.net) or by phone at 512-252-3881.

Newsletter Editor NAWCC Chapter 15
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Pflugerville TX 78660

Spot a clock

Thanks to Don Bugh for providing this month's clock spotting. This is just a small preview of Don's program. Plan now to attend and learn more about this clock's amazing journey and to hear about some Texas street clocks.



Two-dial post clock as pictured
in Seth Thomas catalog



1907 Seth Thomas street clock
as purchased in Rockford IL in
2005



Restored clock in College
Station – Fall 2011