

Tic Talk Times



AUGUST 2014
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Newsletter of Orange County Chapter 69 of the
National Association of Watch and Clock Collectors

Meeting Minutes, June 20, 2014

HOME MADE BRATWURSTS

Because the first Friday in July was the 4th, Ed and Karen Athey graciously invited all members to their house on the 20th for the annual Director's Potluck instead of a regular meeting.

The potluck was a success with 12 people and Coco the dog attending. There was a lot of good food, including *home made* bratwurst from Ed, who was certainly the "Grill Master" of the day. Paul Martyn also brought Fish Kabobs for people to enjoy. These were also very well received.

As this was not just a simple get together to enjoy delicious food and drink—it is called the "Director's Pot Luck" after all—the board also met. Among the discussions, the board approved having another Goodtime Super Mart next year. The Mart will be held some time in mid-May of 2015. Most likely, we will be plan to have the Mart at the same location as it was held this year. Hopefully, we will have a similarly successful (or *more* successful) Mart in the coming year.

A very big Thank You to Ed and Karen for your hospitality, and to everyone else who made the day a success.

SWISS WATCHMAKERS SKEPTICAL OF DIGITAL REVOLUTION

GENEVA — A decade ago, Nick Hayek, chief executive of the Swatch Group, and Bill Gates, co-founder of Microsoft, introduced in New York a new kind of watch called the Paparazzi. It was presented as the pioneer of the so-called smartwatch, giving the wearer access to news, stock quotes and other data via Microsoft's MSN service. But the Paparazzi proved a flop. And the joint venture between the world's largest watch maker and the software giant was broken off.

Since then, watchmakers have been biding their time. They have stood on the sidelines over the past year as consumer electronics companies like Samsung and Sony rolled out smartwatches that enabled people to read text messages and emails, and in some cases make phone calls and take photos, directly



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This Month

DVD: POCKET CHRONOMETERS

This month, we will watch a recorded presentation of Doug Adams' presentation on Pocket Chronometers.

These highly accurate timekeepers were around long before quartz crystals, cesium atoms or satellites were brought into the picture. According to the NAWCC web site, The word "chronometer" on a pocket watch dial implies that the movement passed a series of various tests, including exposure to extremes in heat and cold and placement of the watch in specific positions. Past Chapter 69 President Doug Adams, collected, studied and worked on pocket chronometers for many, many years. He put together a program that will no doubt provide tremendous amounts of information on escapements, balance springs, temperature compensation and other criteria. This is a fantastic presentation for anyone interested in ingenuity, workmanship, and the highest standards of mechanical timekeeping accuracy.

In lieu of a Beginners Corner, Bob Linkenhoker will give a presentation on Baby Ben clocks

TIME TRIVIA

In Europe during most of the Middle Ages (roughly 500 AD to 1500 AD), technological advancement virtually ceased. Sundial styles evolved, but didn't move far from ancient Egyptian principles. During these times, simple sundials placed above doorways were used to identify midday and four "tides" (important times or periods) of the sunlit day. By the 10th century, several types of pocket sundials were used. One English model even compensated for seasonal changes of the Sun's altitude.

from their wrists.

Growing interest in smartwatches by consumers and technology companies might seem a perfect opening for the industry that really knows watches: the makers of fine Swiss timepieces. But for various reasons, none of the Swiss industry leaders seems committed thus far to combining diamond bezels with digital bits.

Mr. Hayek sounded wary — and certainly not keen to revive the kind of alliance struck with Microsoft, which he said left Swatch with plenty of unsold Papparazzis.

The smartwatch products developed by Google and others, in Mr. Hayek's view, raise several problems compared with traditional mechanical watches. The drawbacks, he said, include their limited battery life and the fact that they are "trackable" by the National Security Agency and other intelligence services.

"People don't want these complications," Mr. Hayek said during a news conference last week. Instead, he said, "watches remain a piece of jewelry."

Mr. Mille drew an analogy with the car market. Electric engines and other technological advances, coupled with efforts by governments to limit speed and fuel emissions, had not reduced demand for gas-guzzling sports cars.

Traditional watchmakers, however, say it is too soon to predict seismic changes for their part of the industry.

"It's the young people of today who will decide tomorrow whether the traditional watch really is in danger or not — and it's very easy to get that forecast wrong," said Jean-Marc Jacot, chief executive of Parmigiani Fleurier.

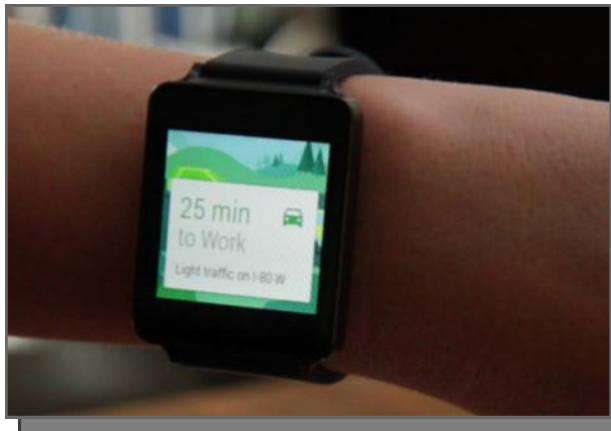
"We're arriving at a stage where people are getting tired of technological machines, because I think they are invasive," said Philippe Léopold-Metzger, chief executive of Piaget. "If I go out at night or am invited to a dinner, I don't take my phone with me."

The watchmakers' wariness may have something to do with their industry's turbulent history in recent decades. In the 1970s, Japanese companies flooded the market with quartz watches that pushed the Swiss watch industry to the brink of collapse — including Swiss makers that unsuccessfully attempted to switch to the cheaper quartz timepieces.

But Mr. Hayek's father then took over and merged two struggling manufacturers and revived the whole Swiss industry with the introduction of the inexpensive Swatch watch. The fashion frenzy generated by the colorful plastic Swatches in turn required the group to develop mass volume production, also making it the dominant player in watch component manufacturing.

These days, the Swatch Group has a broad product line that still includes its inexpensive Swatch brand but also luxury brands like Breguet and Blancpain. Last year, Swatch made its biggest acquisition to date by buying the watch and jewelry business of Harry Winston for \$1 billion.

But Swatch is still smarting from its Microsoft experience. "We don't try again to be the first one to go out there," Mr. Hayek said.



Jean-Claude Biver, a former Swatch executive who now heads the watches division of LVMH Moët Hennessy Louis Vuitton — which owns TAG Heuer, Zenith and Hublot — said the problem for Switzerland's watch industry was not uncertainty over the growth of smartwatches but the fact that this nascent sector was incompatible with the marketing and production strategy that underpinned the luxury watch industry.

"It's not surprising that almost nobody in this country is talking about the smartwatch," Mr. Biver said, "because its development is fundamentally opposed to the big Swiss obsession, which is to keep control on Swiss-made production.

"We can't talk about our craftsmen working by hand," he said, "and at the same time talk about the electronics of the future, which has nothing to do with our line of business and Switzerland."

Source: <http://www.nytimes.com/2014/03/26/business/international/swiss-watchmakers-skeptical-of-digital-revolution.html>

Dues are Due!

It's time to renew your membership to Chapter 69. Your support of our activities is very important to the chapter's well-being, so we're counting on every member to send in his or her renewal. Please fill out the form on the right and bring it with you to the meeting. If you can't attend this month's meeting, please mail your dues today!

Don't Like to Stand in Line?

Get the annual pass option! This permanent badge gets you into every regular meeting without having to pay at the door. This pass gets you into 12 meetings for the price of 11. For an individual pass, include \$44 plus your dues (\$54 total). For a couples pass, include \$66 plus dues for two (\$86 total).



**Orange County Chapter 69
Membership Application**

New Member Renewal
(check one)

PLEASE PRINT

Last Name

First Name

Spouse Name

Street Address / P.O. Box #

City, State, ZIP

NAWCC #

Phone

Email Address

Check here to receive the Tic Talk Times by U.S. Mail (\$5.00 Extra)

Dues for 2012-2013 are \$10.00. Please make your check payable to: "Orange County Chapter 69."
Check below for options. Amounts are in addition to dues.
 Couples annual pass (\$66)
 Individual annual pass (\$44)

UPCOMING MARTS

AUGUST 2014

2014 Mid-West Event

When: Aug 2
Where: VFW Post #4551 (2014 ONLY),
Antioch, IL, US

2014 Eastern States Regional

When: Aug 15 - 16
Where: Holiday Inn Convention Center,
Liverpool, NY, US

2014 All Texas Chapters Regional

When: Aug 21 - 23
Where: Marriott Houston Westchase,
Houston, TX, US

2014 Mid-South Regional

When: Aug 28 - 30
Where: Chattanooga Convention
Center, Chattanooga, TN, US

SEPTEMBER 2014

2014 MKOA Regional

When: Sep 11 - 13
Where: Biltmore Hotel, Oklahoma
City, OK, US [Register Now](#)

2014 Mid-America Regional

When: Sep 19 - 20
Where: Kruse Hall, Au-
burn, IN, US
[Register Now](#)

OCTOBER 2014

2014 NAWCC Ward Francillon Time
Symposium

When: Oct 16 - 18
Where: Fort Lauderdale Marriott
North, Fort Lauderdale, FL, US

2014 Southwest CA Regional

When: Oct 23 - 25
Where: Del Mar Fairgrounds, Bing
Crosby Building, Del Mar, CA, US
[Register Now](#)



Full details for all upcoming marts:
<http://community.nawcc.org/events/upcomingevents/>

**DATED MEETING NOTICE
PLEASE DO NOT DELAY**

ORANGE COUNTY CHAPTER NO. 69
C/O CORA LEE LINKENHOKER
7186 CALICO CTR.
CORONA, CA 92881

The National
ASSOCIATION OF
WATCH & CLOCK
Collectors, Inc.



OUR NEXT MEETING: FRIDAY AUGUST 1, 2014

Program

**DVD: POCKET
CHRONOMETERS
BY DOUG ADAMS**

Time: 7:00 – Doors Open
8:00 – General Meeting

Admission \$4.00 – General
\$6.00 – Couples

Location: Acacia Grove Masonic Lodge
11270 Acacia Parkway
(in the Civic Center)
Garden Grove, CA

Beginner's Corner Mini-Seminar:

Presentation on Baby Ben Clocks by Bob Linkenhoker

Show & Tell:

Horological items beginning with letter "M", A Pocket Chronometer or a Baby Ben clock

Board Meeting:

No Board Meeting this month

