

**NEXT EVENT**

May 26, 2018 (Saturday)

Luncheon Sponsored by  
Chapter 154 at the Holden  
House Museum in Bunnell, FL

204 E Moody Blvd.  
Bunnell, FL 32110

**Event Agenda**

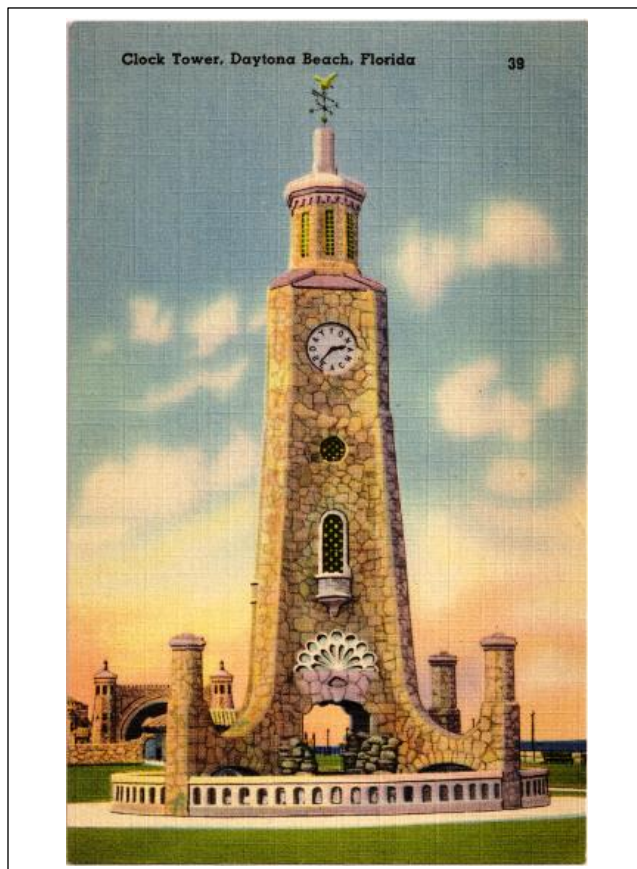
12:00pm to 1:00pm - Luncheon  
1:00pm to 1:30pm – History Talks  
1:30pm to 2:00pm – Museum & Annex Tours

\* **Speaker:** Sisco Deen (local historian and genealogist).

**Talk Subject:** The History of Bunnell.

\* **Speaker:** Bill Ryan (historian).

**Talk Subject:** This Area's Vast Plantation System during the 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> Centuries.



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## NAWCC Chapter 154 News

### Recap of the March 2018 Meeting

The March 2018 Meeting & Mart featured Randy Jaye's Program: "Clock and Watchmakers who Helped Build the Modern World (Part 2)" which featured the inventiveness and societal contributions of 11 special clock and watchmakers throughout history.



*An incredible circa 1982 George Daniels Space Traveller model wristwatch featuring an 18K gold chronograph, independent double wheel escapement, sidereal and mean solar time, phase and age of the moon with the equation of time indications.*

### Dine and Cruise Social Event – April, 7, 2018

Fourteen chapter members and friends took the Daytona Beach Dine and Cruise Boat Ride on April 7, 2018. The weather, food, drinks, ride and times were super good. No one got sick and everyone had a very good time!



*Some of the 'gang' aboard the Dine and Cruise Boat – James, Charlie, Goran and Viviane. We were able to get seated on the upper deck which provided a very good view. Some dolphins followed along the boat for a while and we had a lot of fun watching them swim and play. Many of us will surely take this boat ride again...*

## Upcoming 2018 Social Events

-- June 16, 2018 (Saturday)

### \* Social Event: Holly Hill History Museum Tour & Lunch

1066 Ridgewood Ave, Holly Hill, FL 32117

\* Museum Opens at 10:00 am

\* Program at 11:00 am (The Historic Holly Hill City Hall by Rentha Flowers)

\*\* Lunch following at the Riviera County Club in Holly Hill - 500 Calle Grande St, Ormond Beach, FL 32174.

-- July 21, 2018 (Saturday)

### \* Social Event: MacDonald House Museum Tour & Lunch

44 E Granada Blvd, Ormond Beach, FL 32176

\* Meet at 11:00 am

\*\* Lunch following at TGI Fridays - 24 Ocean Shore Blvd., Ormond Beach, FL 32176

-- August 18, 2018 (Saturday)

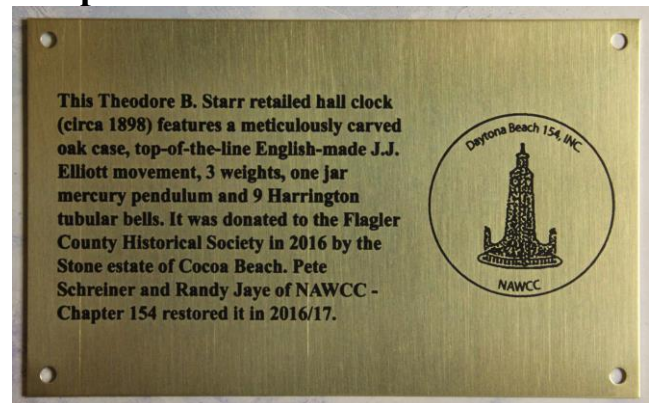
### \* Social Event: The Casements Museum Tour & Lunch

25 Riverside Drive, Ormond Beach, FL 32176

\* Meet at 11:00 am

\*\* Lunch following at Don Peppers Mexican Grill Cantina - 4 S Atlantic Ave, Ormond Beach, FL 32176

### Custom Brass Plaque for the Holden House Clock – Purchased and Installed in April 2018



## The Apple Watch has a secret weapon that helps it dominate the market

Tonya Riley | CNBC | May 4, 2018

- Apple became the biggest shipper of wearables in 2017, owning 21 percent of market share, according to IDC.
- The smartwatch market is projected to reach \$32.9 billion globally by 2020, according to Allied Market Research.
- Apple has nurtured partnerships with heritage luxury brands, starting with Hermès in 2015.
- Since then, designers including Coach, Kate Spade and Nike also have partnered with Apple to create trendy bands at high price points.
- Rivals are adopting the same strategy to lure buyers.

When it was first released in April 2015, the Apple Watch immediately became the most in-demand tech item of the season, dominating 75 percent of the smart watch market within its first quarter of sales. With Apple's cult following and an array of applications not offered by more traditional fitness trackers, like FitBit and Pebble, the watch has gradually been able to corner the wearables market in the past three years. Apple became the biggest shipper of wearables in 2017, owning 21 percent of the market share, according to a March IDC report.

### *Apple's big secret in its steady domination? A boost from designer fashion.*

"The strategy was to really try to separate the watch from just another fitness tracker," said Maribel Lopez, Apple analyst and founder of Lopez Research. "They easily could have wanted what I call the 'tech chic' market, but that wasn't a broad enough market."

Instead, in 2015 Apple began partnering with designers like Hermès to allow them to capture a broader market of luxury consumers interested in the appeal of heritage fashion brands. Since then, designers including Coach, Kate Spade, and Nike have also partnered with the tech giant to create trendy bands at high price points.

The Apple Watch Hermès can run up to nearly \$1400, roughly three times the cost of the most basic Apple Watch. The partnerships have allowed Apple not just to claim more physical retail space but expand to a new market of fashion-savvy consumers who might not buy into Apple as a luxury fashion product on its own.

### *So what's next for the Apple Watch?*

Despite its foray into luxury fashion, the design of the Apple Watch itself has changed very little since its introduction in 2015. The Apple Watch Series 3, the most recent model, introduced a slightly slimmer frame and a red dot on the crown button. The Apple Watch Series 4 is rumored to be released in September. As with any Apple product, it's hard to speculate where the design might go. But trusted KGI Securities analyst Ming-Chi Kuo has speculated to investors that the Series 4 will have a screen up to 15 percent larger and could be adding new health sensors.

Lopez echoed the sentiment that doubling down on health features would allow the company to expand the products reach and partner more with health-care companies and insurers. While its fashion partnerships may have helped the device break out of the "tech chic" market, tapping into other use cases will help Apple expand its share of a market that's projected to reach \$32.9 billion globally by 2020, according to Allied Market Research.

Focusing the watch back on its health tracker would make sense, given the recent flight of social media and shopping apps from the platforms. The company's collaboration with Nike might be the best example of the watch's ability to bring both fashion and fitness-forward technology to customers. The Apple Watch Nike+ has a run tracker designed into the watch's interface, making it feel like a "running partner," said Sandra Carreon-John, global corporate communications director at Nike.

"Nike and Apple have enjoyed a long partnership with the common goal of innovating to serve athletes," said Carreon-John. She was unable to comment on any upcoming collaborations.

But focusing on fitness features, such as heart-rate tracking, could also make it more difficult to continue to play with the band's design. If the long game for Apple is to get a watch on everyone's wrist, however, the company will have to continue to expand its focus past haute couture.

"I think we still have a long way to go before everyone is wearing a smart watch," said Lopez, who owns an Apple Watch herself. "There are a lot of directions Apple could go that aren't necessarily fashion."

**Chapter 154 - Daytona Beach, of the National Association of Watch and Clock Collectors, Inc. (NAWCC)<sup>1</sup> is dedicated to preserving the history, art and science of timekeeping (horology). NAWCC is a nonprofit scientific organization that serves as a unique educational, cultural, and social resource for its membership and the public at large.**

**Our members include hobbyists, students, educators, casual collectors, clock makers, watch makers, jewelers and professionals in related retail and manufacturing trades.**

<sup>1</sup> The National Association of Watch and Clock Collectors (NAWCC) is an American non-profit organization with about 14,000 members. The NAWCC was founded in 1943 by members of the *Horological Society of New York* and the *Philadelphia Watchmakers' Guild* who wished to create a national organization. The membership is now divided into over 175 "Chapters" which can be based on a locality or a special interest. The vast majority of chapters are US location based, a number are also in Canada and Australia (which do not have national horological collectors associations) and a handful are elsewhere. Special interest chapters range from "Tower Clocks" to "Horological Science".

## **Contact Information** **(NAWCC - Chapter 154 - Daytona Beach)**

### **Chapter Officers (2018)**

**President / Newsletter Editor: Randy Jaye**  
**(407) 497-5755**

**Secretary: Viviane Lindeolsson**

**Treasurer: Goran Lindeolsson**

**Vice-President: Jim Zeisler**

**Director: Ed Epp**

**Director: Pete Schreiner**

**Website: [www.nawcc154-daytonabeach.com](http://www.nawcc154-daytonabeach.com)**

## **Demolition begins at Rockford, IL's iconic Clock Tower Resort property**

Isaac Guerrero | rrstar.com | April 16, 2018

### **Owners mull future of property that lies at doorstep of city's Interstate 90 entrance**

**ROCKFORD, IL — Demolition began Monday and will continue for the next three to four months at the Clock Tower Resort — the sprawling, iconic hotel property that has greeted visitors at the Interstate 90 entrance to Rockford since the 1960s. It may take a year or more for owners of the 21.4-acre site to shape plans for what will rise in its place. The Forest City Tennis Center will remain standing. And, for now at least, so will the former CoCo Key indoor water park building.**

**A new hotel, restaurants, retail, and perhaps a casino, are possibilities for the site, which lies at the doorstep of Rockford's eastern gateway, said Brent Johnson, CEO of Ringland-Johnson Construction.**

**Johnson is among several partners, including Cheap Trick guitarist Rick Nielsen, Dotty's gambling cafe chain CEO Dan Fischer and others, who bought the Clock Tower property for \$3.6 million in May 2017.**

**"We're not in a rush," Johnson said. "We're trying to do it right, and it takes time to plan and do things right." Development of a casino at the Clock Tower Resort site would require Illinois lawmakers to approve — and the governor to sign — legislation that would give Rockford a casino license. The introduction of gaming expansion bills in Springfield is practically an annual tradition, though getting the governor's signature on a bill that includes Rockford has eluded the city. "If not a casino, there could certainly be a giant retail complex there — some large retail with outlets," Johnson said. "Lots of communities have large retail developments near tollway interchanges. Ultimately, the question we're asking is: What is the highest and best use for this site? That's what we're focused on."**

