

AAW Annual Meeting 2023

AAW | AMERICAN ASSOCIATION
OF WOODTURNERS



Agenda

Introduction of Board of Directors, Staff and Key Partners

State of AAW – Financial Position and Membership

State of AAW – Program Highlights

Looking ahead – Governance and Programs

Questions from Members

AAW Board of Directors



Mike Summerer
President



Linda Britt
Vice President



Chuck Lobaito
Treasurer



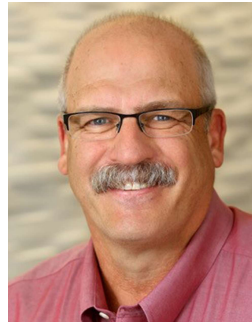
Jay Brown
Secretary



Rick Baker
Director



Sally Burnett
Director



Ron Day
Director



KC Kendall
Director



Kimberly Winkle
Director

AAW Staff and Partners



Jennifer Newberg
Executive Director



Tib Shaw
Curator



Matt Brubaker
Marketing Director



Alexa Calliguri
Marketing & Member
Services Coordinator



Jane Charbonneau
Administrative Assistant



Josh Friend
Managing Editor



Don McIvor
Editor, Woodturning Fundamentals

State of AAW

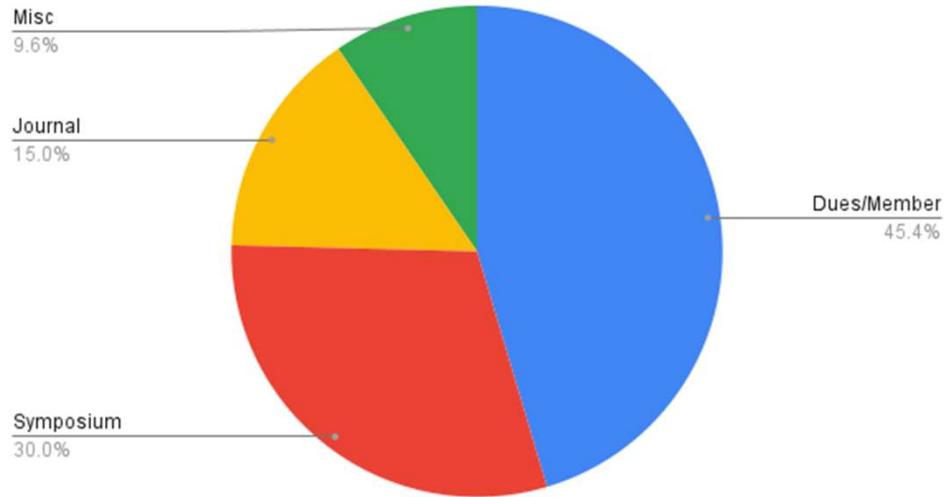
Financials

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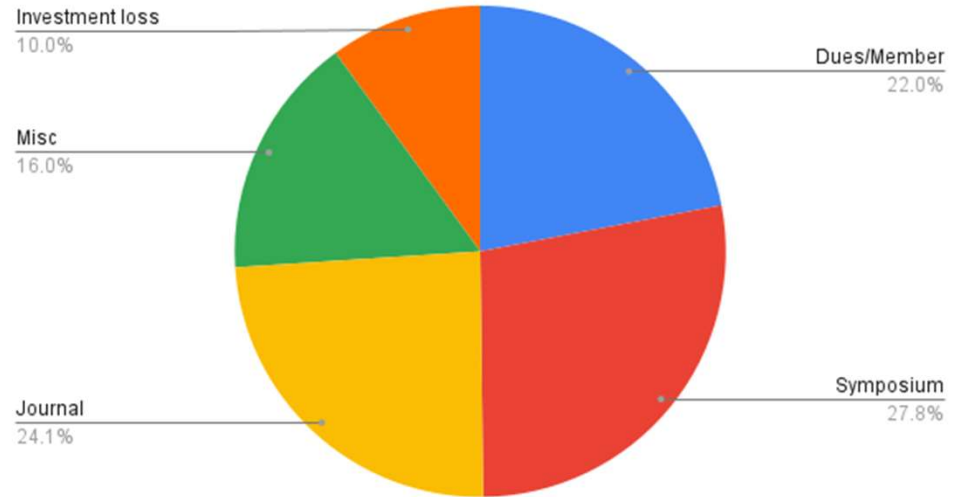


2022 Preliminary Audited Income and Expenses

Income



Expenses

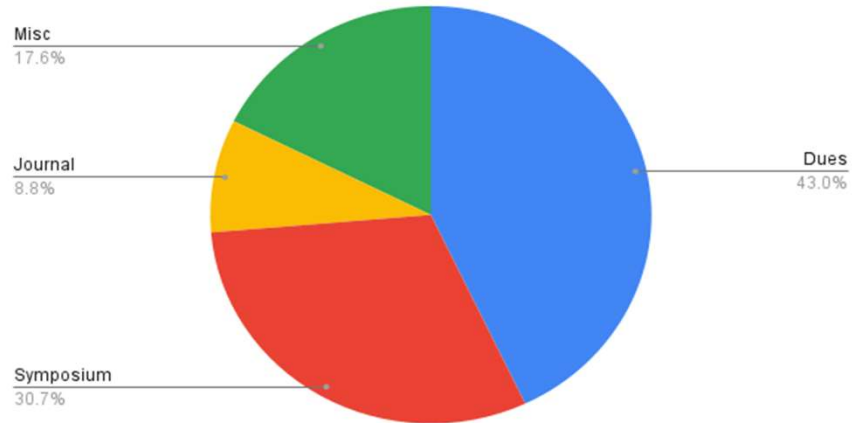


	Income	Expenses
Dues/Member Services	\$757,641	\$440,036
Symposium	\$500,644	\$556,710
Journal	\$250,926	\$483,168
Misc	\$159,619	\$320,254
Investment loss	\$0	\$200,805
Total	\$1,668,830	\$2,000,973
Net Loss	\$ (332,143)	

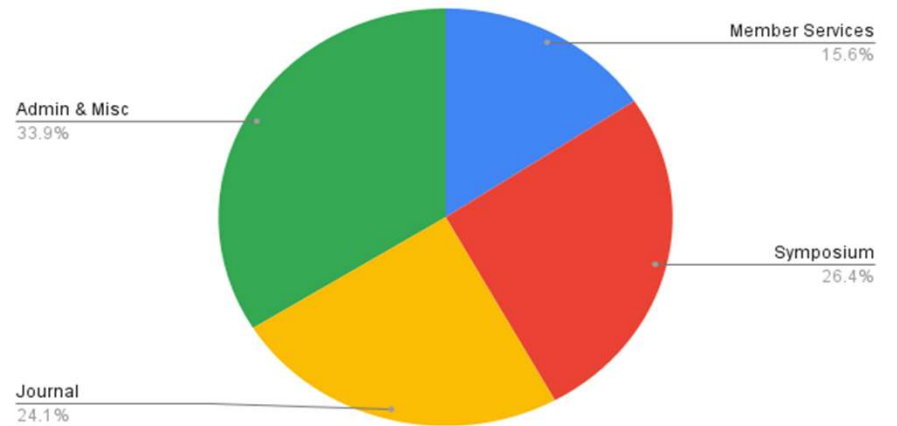
2023 Budget

Income	Totals
Dues	\$800,000
Symposium	\$571,322
Journal	\$163,000
Misc	\$327,550
Total	\$1,861,872
Expenses	Totals
Member Services	\$327,754
Symposium	\$554,095
Journal	\$505,610
Admin & Misc	\$711,691
	\$2,099,150
Net Loss	\$ (237,278)

Income



Expenses



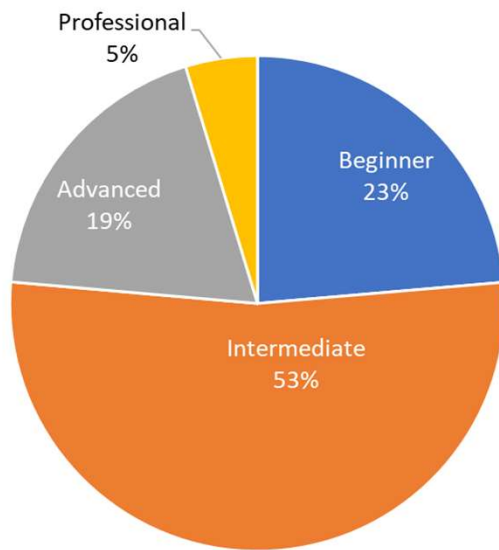
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Membership

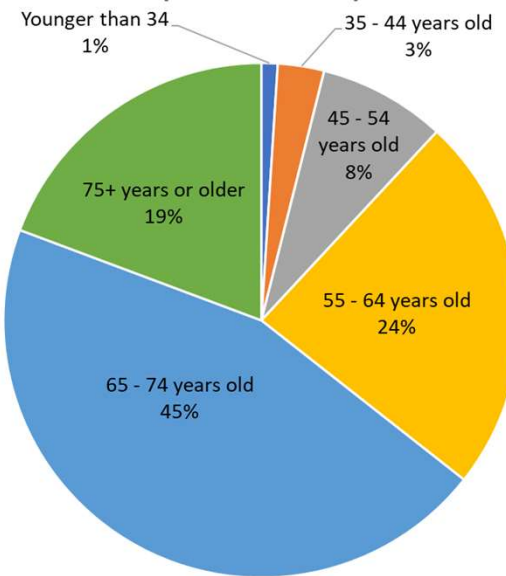
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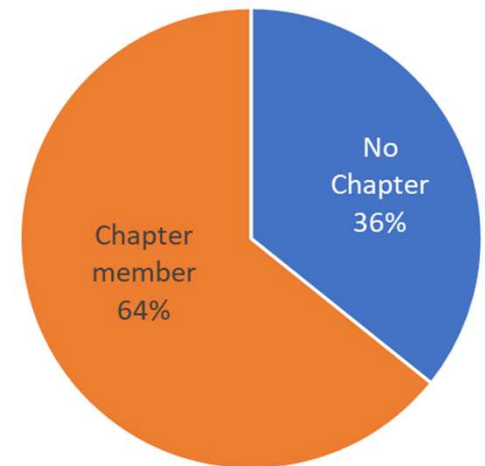
**Member Skill Levels
(self identified)**



**Members by Age
(self identified)**



**Chapter Member
(self identified)**



State of AAW

2023 International Symposium

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The excitement is building...

37th Annual International Symposium

Louisville, KY

June 1-4, 2023

New this year:

- Broadcasting two demonstration rooms to a virtual audience
- Make your own pen from Louisville Slugger baseball billets.
- Explore Louisville's Maker13 Mobile Makerspace – a traveling makerspace that brings education to life through exposure to creative and advanced manufacturing tools
- Hospitality Room for spouse/companions to socialize and create.

Save the Date
May 23-25, 2024



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Grants

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Lethbridge Collegiate Institute students

J E T®

JET Lathes donated by JPW
Industries
Thank you!

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Lathe Program

10 Lathes granted in 2022

- Victoria Park High School, Lethbridge Alberta CA
- Emerald Coast Woodturners Guild, Santa Rosa Beach, CA
- South Hills Middle School, Riverton UT
- Hunt County Woodturners, Royce City TX
- Evanston Art Center, Evanston IL
- Panama City Beach Senior Center Woodshop, FL
- Lethbridge Collegiate, Lethbridge Alberta CA

From Lethbridge Collegiate:

- The lathes 'immediately increased student engagement'
- Students have begun turning bowls and chess pieces
- Now they want to try new things



East Middle School student
Farmington, MI

School Grants

East Middle School, Farmington MI

\$570 for penturning supplies

- Students were blown away by what they were able to do their first time using a lathe.
- One student has shown up everyday with his pen firmly attached to his shirt so he does not lose it but can use it in class.
- One student in particular enjoyed woodturning so much that they decided to continue to learn more about woodturning. It has been great seeing him come alive and be proud of what he has been able to accomplish in just a few hours of studying and practice.

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Online Events

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Left to right, You Can't Be Spherious | Bitter and Twisted | Jay Heryet

WIT Presents: Jay Heryet

Saturday, May 6, 2023 | 4:00 p.m. Eastern Time



Virtual Programming

In the last 12 months...

4,000 registrations – 15 online programs

- 7 AAW Presents IRDS
- 4 WIT Presents Artist Talks
- 2 TWB Spanish Language IRDs
- 1 Woodturning FUNdamentals LIVE
2-day instruction

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Gallery of Wood Art

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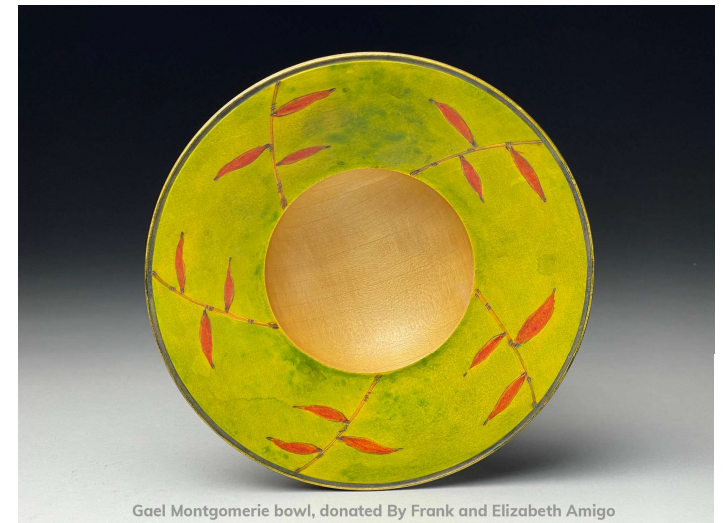
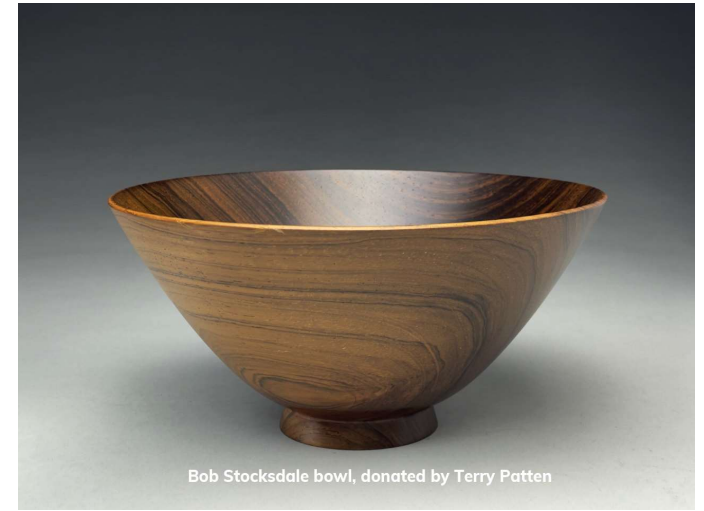
AAW Gallery of Wood Art Exhibitions 2022-2023

- Four to 6 exhibitions annually present turning as an art and craft to the public, growing awareness, appreciation, and interest
- Tours are back! Minnesota Woodturners Touch Tour School and Senior Bus Tours | Art Club Tours
- Special Events Winter/Spring 2023:
Norwegian Wood Day | Spinning Scottish Spurtles |
Living with Craft—North House Folk School |
Turning Wooden Flutes, and more

Visitors say:

- I visited last year...since then I bought a lathe and I'm turning bowls!
- I had no idea wood could be so beautiful!
- Woodturning is so much more than I thought!
- Seeing this work inspires me to get back to the lathe!

Work from the AAW Collections is on display throughout the year.



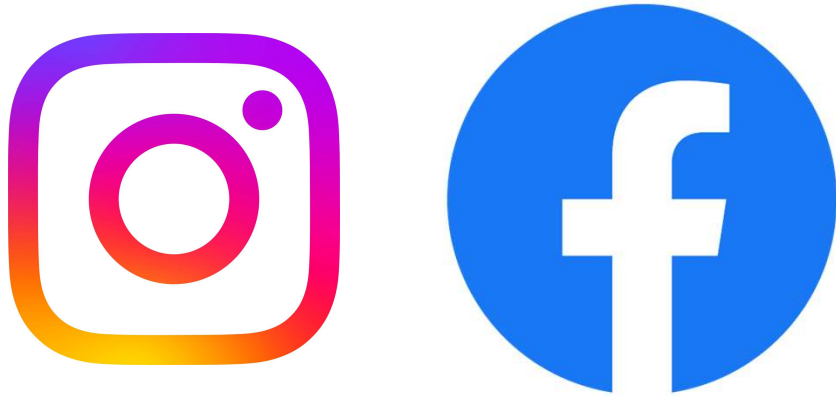
Recent donations

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Digital Outreach

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We are successfully reaching and impacting the woodturning community, well beyond AAW membership.

Implemented a more engaging social media strategy and AAW is seeing HUGE results.

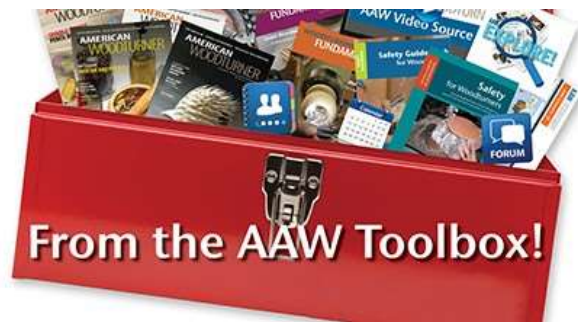
SOCIAL MEDIA REACH AND IMPACT

516% increase in total reach on Facebook

- We have reached 240,586 people YTD 2023

230% increase in total reach on Instagram

- We have reached 31,408 people YTD 2023 (Jan-April 2022 vs. Jan-April 2023)



EMAIL COMMUNICATIONS

50% average open rate

12% average click rate

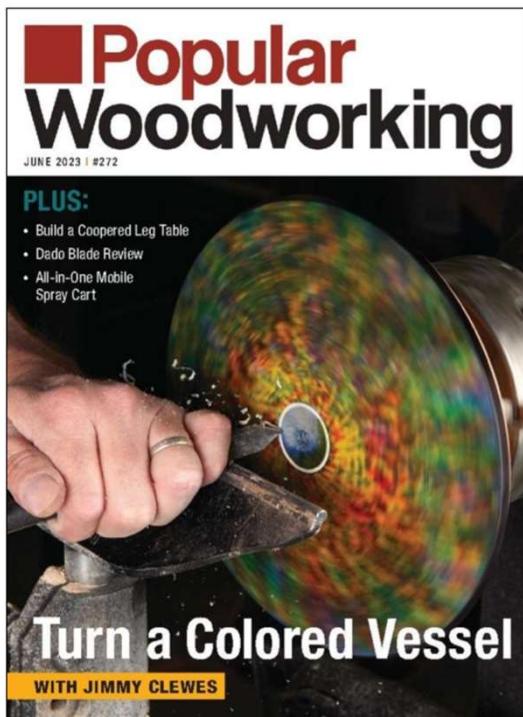
Both well above the industry average

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Woodturning in the Media

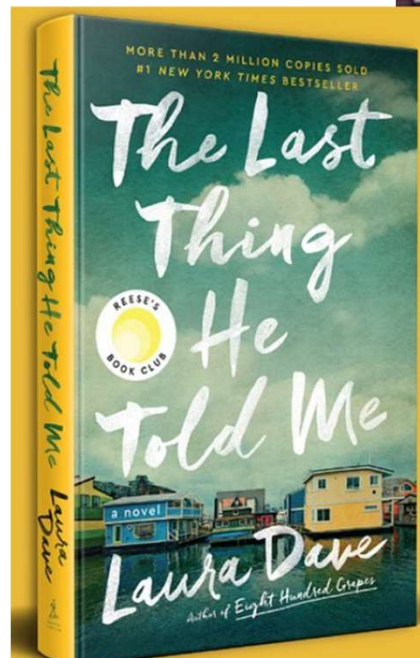
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Woodturning featuring Jimmy Clewes on the cover of Popular Woodworking

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John Furniss, also known as The Blind Woodsman.

The Last Thing He Told Me by Laura Dave features a woodturning as a main character. It is currently being streamed on AppleTV+.

State of AAW

2023 Honorary Member

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The distinction of Honorary Lifetime Member is awarded to those who have made extraordinary contributions to the American Association of Woodturners and the advancement of woodturning.



Congratulations Mike Mahoney

AAW Honorary Lifetime Members

Mike Mahoney

Kip Christensen
Dave & Karen Long
Betty J. Scarpino
Dale Larson
Jean LeGwin
Binh Pho
Clay Foster
Joe Ruminski
David & Ruth Waterbury
Allen Hockenbery
David Wahl
John Jordan
John Hill
Mark Lindquist
Giles Gilson
Albert LeCoff
Arrowmont School of
Arts and Crafts

Jerry Glaser
Mary Lacer
Arthur and Jane Mason
Dick L. Gerard
Bonnie Klein
Nick Cook
Ray Key
Robyn Horn
Alan Lacer
S. Gary Roberts
Alan Stirt
Palmer Sharpless
Bob Stocksdaile
Ed Moulthrop
Melvin Lindquist
Dale Nish
Rude Osolnik
David Ellsworth
Ed "Bud" Jacobson

Looking Ahead

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Questions?

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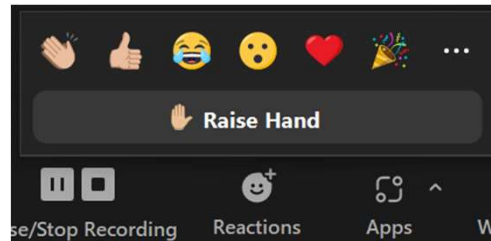


Questions – 2 Ways

1. Type your question in the Chat

Or

2. Click Reactions -> Raise Hand. When called on, unmute and turn your camera on to ask your question.



Thank you for watching.

If you have additional questions,
please reach out to Jennifer
Newberg, Executive Director at
memberservices@woodturner.org.

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