

Welcome!

We'll begin at 5pm ET.

Please feel free to introduce yourself in the Chat.

AAW | AMERICAN ASSOCIATION
OF WOODTURNERS



2024 AAW Member Meeting

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OF WOODTURNERS



Agenda

Introduction of Board of Directors, Staff and Key Partners

State of AAW – Financial Position, Membership and Program Highlights

Looking ahead – Strategic Plan

Questions



In Memoriam

John Ellis



Charles Farrar



2024 AAW Board of Directors



Mike Summerer
President



Ron Day
Vice President



Chuck Lobaito
Treasurer



Linda Britt
Secretary



Jay Brown
Director



Sally Burnett
Director



KC Kendall
Director



Kimberly Winkle
Director



Reid Zimmerman
Director

2025 New Board Leadership



KC Kendall
2025 Board President



David Fellows
Incoming 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

Staffing Transitions



Thank you, Jane!

Jane Charbonneau, Administrative Assistant, is retiring December 12 after 21 years with AAW.

Melissa McGrath started as Event Manager in November.

Matt Brubaker, Director of Marketing & Communications is leaving AAW in December.

Jen Newberg, Executive Director, is leaving in 2025 after transitioning a new Executive Director.

State of AAW

Financials

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2023 Financials

2023 Audited Financials were published in August 2024 issue of American Woodturner (vol 39, no 4)



Revenues and Expenses

Income

Annual Dues.....	\$769,330
Symposium	\$546,053
Publications & Products	\$220,122
Contributions	\$298,864
Other Income	\$35,369
Investment	\$192,684
Total Income	\$2,062,422

Expenses

Symposium	\$552,319
Publications & Products	\$525,348
Gallery & Exhibitions.....	\$64,132
Scholarships	\$12,290
Professional Outreach	\$25,188
Other Programs	\$65,453
Administrative	\$257,034
Member Development.....	\$304,192

Total Expenses **\$1,805,956**

Net Income Change	\$256,466
Restricted Portion.....	\$104,618

**Unrestricted
Net Income** **\$151,848**

Balance Sheet (as of 12/31/23)

Assets

Checking & Savings	\$596,131
Accounts Receivable.....	\$48,670
Inventories	\$25,726
Prepaid Expenses	\$46,336
Investment Securities	\$1,292,859
Total Art Collections.....	\$448,690
Property & Equipment.....	\$14,731

Total Assets **\$2,473,143**

Liabilities

Accounts Payable	\$5,249
Accrued Expenses	\$52,529
Deferred Revenue.....	\$680,958

Total Liabilities **\$738,736**

Net Assets

Without Donor Restriction ...	\$1,240,184
With Donor Restriction.....	\$494,223

Total Net Assets **\$1,734,407**

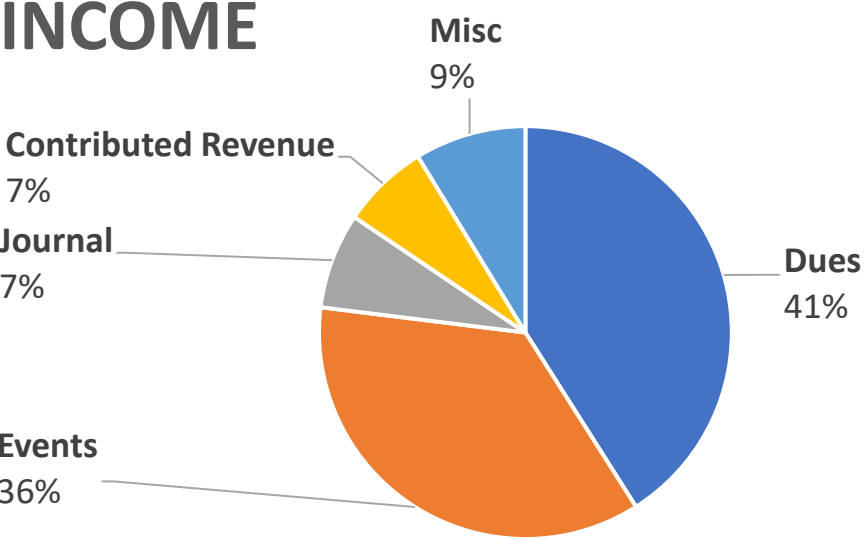
**Total Liabilities &
Net Assets** **\$2,473,143**

2024 Budget

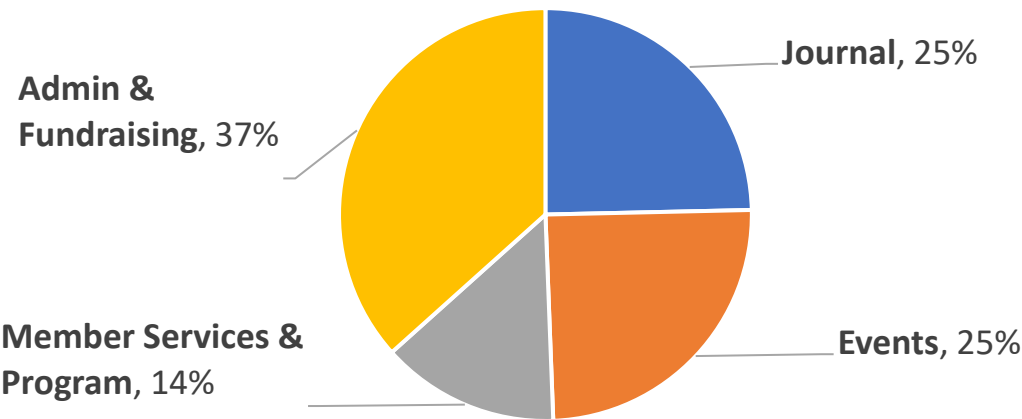
Income		
Dues	\$	810,102
Events	\$	710,669
Advertising	\$	148,000
Contributed Revenue	\$	135,000
Misc	\$	172,300
Total	\$	1,976,071
Expenses		
Journal	\$	496,950
Events	\$	499,059
Member Services & Program	\$	281,768
Admin & Fundraising	\$	738,682
Total	\$	2,016,459
Budgeted Net Loss		(40,388)



INCOME



EXPENSE



State of AAW

Membership & Program Highlights

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2024 Membership

13,949 active members

92% receive American Woodturner in print

9% have a Family membership

1,181 new members

1,021 lapsed members





Highlights from 2024 Symposium

38th Annual International Symposium, Portland, OR

1,300 registered attendees plus vendors, public guests

More than 1,000 registered for Online access

Thank you to **Dale Larson**, local lead for engaged chapters in the local and regional areas and coordinating key local efforts. More than 100 turners stepped up to volunteer!

Thank you to vendors, demonstrators and auction donors!

You Told Us

“It's always inspirational to see the huge variety of work that other turners are doing as seen in the exhibitions and the Instant Gallery. AAW symposiums are like a big family gathering and it is wonderful to meet others face-to-face.”

I liked the “ability to interact directly with the artists and demonstrators; able to see, feel, and buy new tools and woodturning products”



Registration Open Now for 2025

39th Annual International Symposium

Saint Paul, MN

June 12-15, 2025

Nearly 60 registrations already!

Early Bird and Chapter Group Discounts available

Virtual Symposium registration will open April 12, 2025

Thanks to Local Lead **Linda Ferber**, the Minnesota Woodturners Association and the regional clubs supporting the planning efforts.

2026 Symposium location will be announced soon, and planning is underway for 2027.

Grants

\$24,500 granted to Chapters, Schools and Individuals for turning education and outreach.

Thank you to **Al Miotke** for his leadership of the Grants Committee!

Grant funding is available in the next round from **The Maxwell Hanrahan Foundation** to support equipment, tools and supplies for individual turners.



*Ken Lindgren explains safe turning to the high school robotics club as part of the **Massachusetts South Shore Woodturners** new Mobile Woodturning Program*



Congratulations!

Pratt Fine Arts Center Seattle, WA

Kate Collins Middle School Waynesboro, VA

The Bull City Woodshop Durham, NC

Joe Walker Middle School Lancaster, CA

Brunswick Community College Foundation Supply, NC

James Monroe High School North Hills, CA

Millville Public High School Millville, NJ

Maplewood JR/Senior High School Guys Mills, PA

Campolindo High School Moraga, CA

Carson Middle School Colorado Springs, CO

Gerald Bruman Millville, NJ

Mark Holden Tewksbury, MA

Kiana Till Wasilla, AK

Cristina Vincent North Haven, ME

Sarah Elkind Portland, ME

Connor Ganley Ellicott City, MD

Gulf Coast Woodturners Association Cypress, TX

Massachusetts South Shore Woodturners Abington, MA

Southeast Okla WT Broken Arrow, OK



Mark Holden boosted his woodturning skill with a class at Marc Adams taught by Donna Zils Banfield.



Students from James Monroe High School.



Brunswick Community College Southport Center Woodturning Program used funds to purchase a Rikon Midi-lathe and stand.

They offer six class sections to new turners each semester (3-4hr 1 day/week for 16 weeks)

Bill Luce Collaboration Exhibition and Auction

Thank you to **Dale Larson** and **Malcolm Zander** for your vision and meticulous planning in creating this meaningful project to honor Bill Luce.

We also appreciate the **participating artists** for your collaboration and thoughtful contributions, which brought this project to life.

37 pieces were included in the exhibition and auction. Exhibition was auctioned on October 26, 2024.

Auction sales generated \$50,500 overall, which was split 50/50 between AAW and participating artists.



Additional thanks to the 9 artists for donating your sale revenue to support AAW programming.



Bill Luce/Melissa Engler (North Carolina), *Vivid Memories*, 2024, Sandblasted Douglas fir, whitewash finish, colored pencil, graphite, 5" x 6½" x 6" (13cm x 17cm x 15cm)



Bill Luce/Malcolm Zander (Ontario, Canada), *Stella di Luce (Star of Light)*, 2023, Pacific madrone, 4½" x 6¼" x 7" (11cm x 16cm x 18cm)

Looking Ahead

AAW Strategic Plan

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Leadership Transition:

Honoring AAW Outgoing President Mike Summerer



Leadership Transition:

2025 Board President KC Kendall



Strategic Planning: Listening and Learning

Research began by conducting 20 **personal interviews** May 12-24 and 8 **focus groups** on-site at Portland Symposium.

Launched the **online survey** June 10.

Conducted **two online focus groups** July 26 and 30 among individuals who indicated an interest during the survey fieldwork.

Thank you to everyone who provided your vision and feedback during this process.

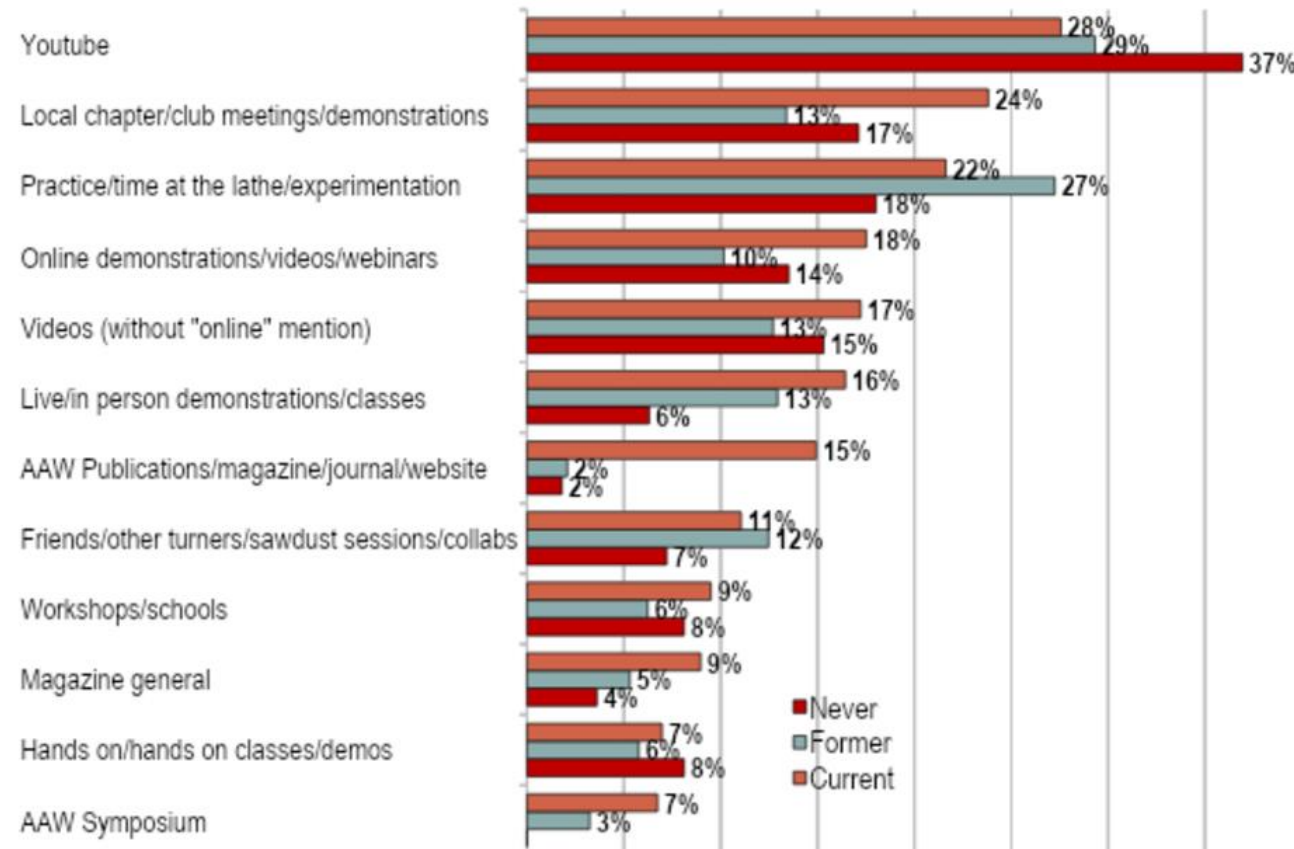
Overall audience consisted of

- 12,322 members
- 659 recent members
- 5,514 former members
- 1,224 past Annual Symposium attendees
- 2,031 other prospectives with no membership history.

A total of 5,102 individuals answered the survey, an overall response rate of 24.2%.

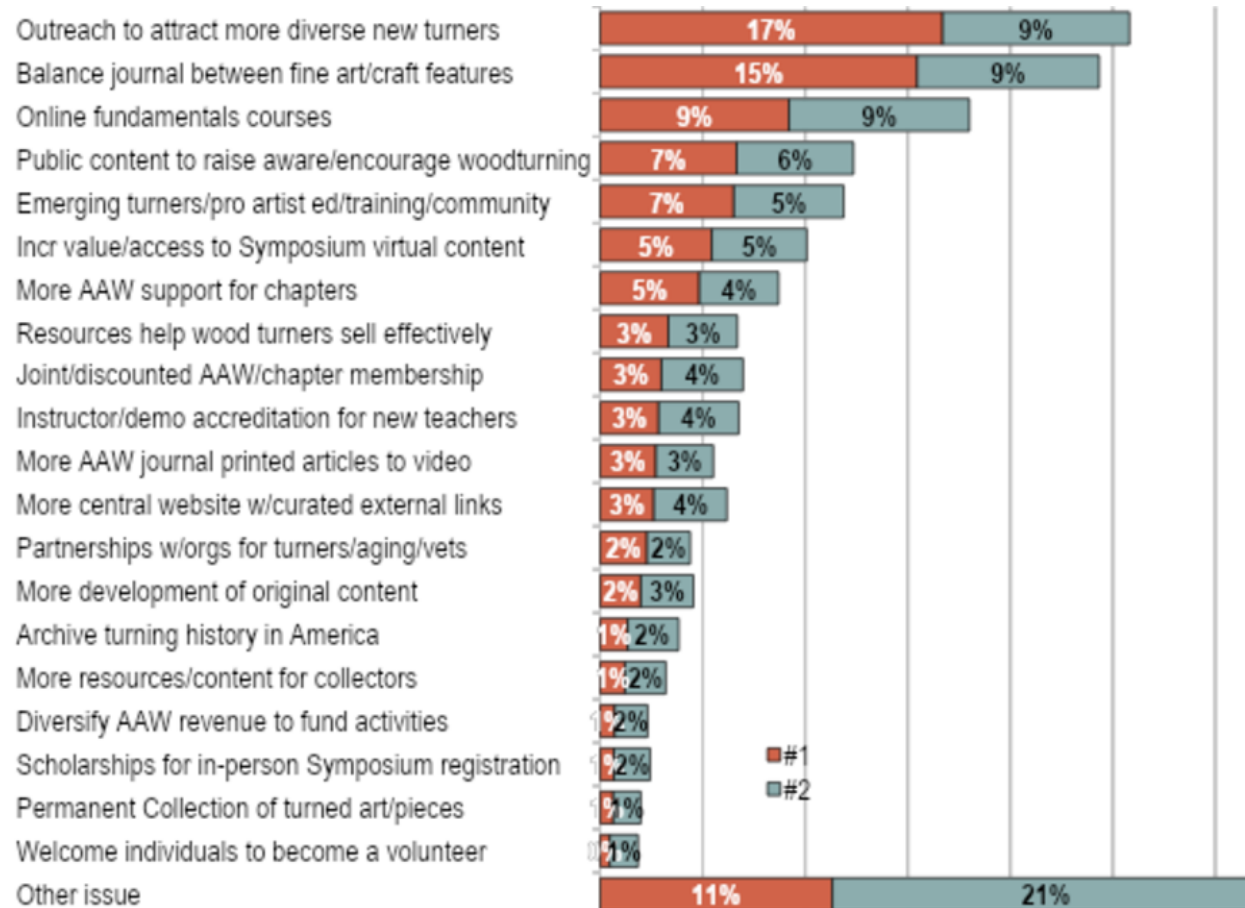
Strategic Planning: Listening and Learning

Most Common Resources and Methods Found Most Effective in Building and Improving your Skills



Strategic Planning: Listening and Learning

Members: Most Important Future Priorities for AAW



Our Vision

*A world where woodturning is valued,
inspirational, and accessible to all.*



Our Mission

*Strengthen and empower the global
woodturning community.*



Our Core Values



Community – We place community at the heart of what we do, bringing woodturners of all skill levels and interests together. Through intentional inclusion, we build a vibrant, connected, and supportive community.

Sharing – We share our knowledge, time, techniques, and inspiration to enrich the broader woodturning community.

Growth – We promote growth through learning, education, innovation, and collaboration, ensuring everyone has opportunities to participate and succeed.

Safety – We prioritize the safety and well-being of our community above all else.

Ethical – We operate with honesty, fairness, and transparency in all that we do.

Respect – We create an environment where everyone is treated with dignity, kindness, and empathy.

Four Strategic Pillars

**Education &
Inspiration**

**Community
Engagement**

**Outreach &
Awareness**

**Organizational
Excellence &
Sustainability**

STRATEGY 1: Education & Inspiration	STRATEGY 2: Community Engagement	STRATEGY 3: Outreach & Awareness	STRATEGY 4: Organizational Excellence & Sustainability
Support and inspire the woodturning community by being the trusted provider of the highest quality education and resources for all skill levels.	Foster meaningful relationships between woodturners, chapters, vendors, strategic partners, and all those who want to support the future of woodturning.	Broadly communicate the value and impact of woodturning both within and beyond the Association	Optimize staffing, revenue and expense streams, technologies, and assets that support the organization's programs and outcomes.
Expected Outcome	Expected Outcome	Expected Outcome	Expected Outcome
Created and evolved a valued, frequently used portfolio of educational tools to meet the broad range of needs and interests of the community.	AAW is the leading, welcoming & thriving community for woodturners. Everyone sees themselves reflected in its community through a supportive culture and increased diversity in its membership.	Increased member recruitment, retention, participation and engagement. Impactful stories of the AAW experience as told by ever greater members of the community, creating a change in perception of the value of AAW.	AAW develops new opportunities and phases out outdated opportunities to meet future needs
Action Plans:	Action Plans:	Action Plans:	Action Plans:
1.1 Create and share high-quality content, such as articles, videos, online courses, and in-person instruction.	2.1 Identify and eliminate barriers to engagement. (skill level, financial, gender, race, access barriers)		4.1 Ensure the organizational structure and guiding documents support the continuity of the association.
1.2 Develop a content aggregation plan and a network of skilled woodturners who can create high-quality video content that meets AAW standards and values.	2.2 Create a local chapter development and relationship program.	3.2 Elevate exposure of woodturned art and artists to a broader audience	4.2 Implement a comprehensive and effective volunteer management program.
			4.3 Implement a full-fledged fundraising and development program.
Action Plans To be Implemented Later Based On Priorities and Resources			
1.3 Develop a certification program for demonstrators/educators/mentors.	2.3 Identify strategic partners and optimize relationships for mutual benefit.	3.1 Develop and execute an evolving content marketing strategy and communications plan that distributes valuable, relevant, and consistent content.	4.4 Assess the AAW's headquarters location and related facilities including remote work.
1.4 Develop standards of excellence that reflect AAW's values for new and aggregated educational resources.	2.4 Provide and support meaningful avenues for dialogue, exchange, and dissemination of information.	3.3 Develop and share compelling narrative with the AAW community to showcase the value of woodturning.	

Questions?

Type your Question
in the Chat

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Thank you for participating
and being part of the AAW
community.

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

