

AAW Board of Directors
Teleconference Call Board Meeting Minutes
April 20, 2010 6PM CDT

Call to Order

The meeting was called to order by President Tom Wirsing at 6:05 PM CDT.

Welcome, Introductions, Opening Remarks

Roll Call

Board members present were: Tom Wirsing, Malcolm Tibbetts, Jean LeGwin, Warren Carpenter, Bill Haskell, Kurt Hertzog, Dale Larson, and Binh Pho. Board member not present: Cassandra Speier. Also present on the call: Mary Lacer (executive director), Betty Scarpino (editor), Linda Ferber (AAW staff) and Caroline Lindval (AAW staff for meeting minutes).

Approval of Minutes

January 13, 2010 Conference Call
February 5-7, 2010 Board Meeting
March 9, 2010 Conference Call

Dale Larson made a motion to approve the January 13 and the February 5-7 2010 board meeting minutes. Jean LeGwin seconded the motion. Motion carried.

Due to e-mail difficulties, some board members did not receive copies of the March 9, 2010 minutes. **Bill Haskell made a motion to defer the approval of the March 9, 2010 meeting minutes. Kurt Hertzog seconded the motion. Motion carried.**

Symposium Update 2011

Dale discussed the 2011 symposium. Dale, Al and Mary are working on plans for the St. Paul symposium

2010 Symposium Update

Dale provided a brief status update on videographers, craft room schedule, banquet auction, talent show, silent auction, nametags, lifetime membership presentations and equipment.
Al Hockenbery has the timeline and demonstration schedule set up.

As of April 20, 2010 there are at 429 symposium registrations for Hartford.

Mary said that Sara from Meetings a la Carte has been having trouble confirming hotel reservations from the vendors.

The office has e-mailed symposium information and registration deadline information to all the members.

Trade Show update: Dale gave a brief update on the Trade Show.

In order to improve vendor relationships, Kurt, Tom and Mary will visit with each vendor during the symposium. Mary and Kurt will work on a plan to create a time plan for booth assignments.

Warren will recognize the local chapters during the opening ceremony.

Membership and Symposium Registration Update

In 2010, there were 12,574 members as of March 31.
In 2009, there were 12,479 members at this same point.

As of April 20, 2010, there are 134 \$38 online-only memberships.

Finance Report

Mary presented the AAW Profit and Loss for March 2010 and January through March 2010 as compared to the budget and explained the variances.

Membership Drive

Mary presented the membership drive report that outlined three major areas of opportunity for us to reach out to and grow our membership: 1) local chapter members who have not joined AAW, 2) those who are lapsed AAW members, but still turning, and 3) those engaged in woodturning who have little or no knowledge of the AAW. Each area had a planning outline and suggested incentives to achieve success. The discussion will be ongoing.

Mary reported on plans to add an 800 number for AAW at a cost of \$5 per month and 5 cents per call.

Editor's Report

Betty reported on journal promotional space and reduced advertising rates, advertising in the journal, and the status of upcoming issues.

There was a discussion about our advertising sales efforts. It was decided that Tom, Betty, Jean and Mary will continue the discussion in a conference call next week.

Old Business/New Business

Tom requested a report titled, **Monthly Operations Report** from the office that would include a specific list of topics.

Nominations Committee

One candidate has been submitted to date.

Adjourn

Kurt Hertzog made a motion to adjourn the meeting. Bill Haskell seconded the motion. Motion carried. The meeting ended at 7:50 PM CDT.