

AAW Board Teleconference Meeting Notes
Wednesday, September 08, 2010
6:00 pm Central Daylight Time

Call to Order – President Tom Wirsing began the call at 6:00 pm CDT.

Welcome, Introductions, Opening Remarks – Tom Wirsing

Tom welcomed everyone to the call and explained that this board teleconference call will last 90 minutes. Tom informed everyone on the call that it is against federal law for listeners to record this call, and asked that anyone making a recording to stop doing so now.

Roll Call

Tom Wirsing administered a roll call. Board members present on the call were: Tom Wirsing, Jean LeGwin, Warren Carpenter, Kurt Hertzog, Dale Larson, Malcolm Zander and J Paul Fennell. Tom explained that board members Cassandra Speier and Binh Pho were both traveling and not available to be on the call. Also present on the call: Linda Tacke, Interim Executive Director, Linda Ferber, AAW Office Coordinator, Caroline Lindval, AAW Executive Assistant, Ed Davidson, Webmaster, and Betty Scarpino, Editor.

In addition to the above people, the AAW home office received a request from 18 AAW members who indicated in advance that they wished to be able to listen in on this call as it happens. Prior to the call, Linda Ferber emailed them the 800# and participant pin # to enable them to listen to the meeting proceedings.

Approval of Agenda – Tom asked if there were any additions to tonight's agenda and there were none.

Approval of June, 2010 and July, 2010 Board Meeting Minutes

June 15, 16, 21, 2010 Board Meeting Minutes:

Tom Wirsing asked if there was any questions or discussion needed before approving these minutes.

No further discussion was requested.

Dale Larson made a motion to accept the June 15,16 & 21, 2010 board meeting minutes.

J Paul Fennell seconded the motion to accept the June 15,16 & 21, 2010 board meeting minutes.

A voice vote was taken. All in favor. Motion carried.

The minutes will be posted onto the AAW website in the members section.

July 22, 2010 Board Meeting Minutes:

Tom Wirsing asked if there was any questions or discussion needed before approving these minutes.

No further discussion was requested.

Warren Carpenter made a motion to accept the July 22, 2010 board meeting minutes.

Jean LeGwin seconded the motion to accept the July 22, 2010 board meeting minutes.

A voice vote was taken. All in favor. Motion carried.

The minutes will be posted onto the AAW website in the members section.

AAW Executive Director Search Update – Warren Carpenter

Warren explained that Don Tebbe (from Transition Guides) is on an airplane and cannot join the call. Warren recapped that as of today, there have been 39 applicants. Of those 39, there are 6 candidates in the top tier level and 15 in the next tier level, so things are going well. Next step: In about two more weeks, they will cut the total list down to 8-12 applicants. Then the transition committee will set up phone conferences in early October with those applicants. Following those calls, the transition committee will further reduce the pool of candidates down to 3, for the AAW board of directors to meet with personally during the board meeting that will be scheduled to take place in Saint Paul sometime in late October. Warren suggested we set the date soon for this meeting.

Interim Executive Director Linda Tacke said that there are some board phone interviews that will happen mid September to mid October.

Linda Tacke asked Caroline to find out everyone's available dates to travel to Saint Paul.

Warren said that Doris from Don Tebbe's office will be sending out a package to all board members, and asked for the board to please do as soon as possible & return to Doris.

Financial Report – Warren Carpenter

Warren explained that there was not enough staff to create the financial reports he wished for tonight's meeting. He explained that the reports are still in process and will be sent to the board ASAP. He's trying to get accurate symposium numbers to know where we stand.

Warren reported that AAW's past accounting process has not correctly managed POP's money, and the process needs to be improved. He understands that under the original agreement, POP would receive 10% of the EOG auction net and that did not happen in 2009. We can make the journal entry to adjust that figure in 2010.

Warren Carpenter made the following motion: A General Ledger Entry be made that will move 10% of the net proceeds of the 2009 EOG auction from the Temporarily Restricted EOG Account to the Temporarily Restricted POP Account. \$6025.45 will be moved.

Dale Larson seconded the motion.

A voice vote was taken. All in favor. Motion carried.

Cost/benefit of expanding December journal to 80 pages – Linda Tacke

Linda explained that we did not get the information on extra mailing costs to reflect the proposed extra Journal pages. Warren said that Betty had commented earlier about selling more Journal advertising to offset any extra production costs. Tom asked if there was any other discussion about this now.

Linda Tacke recapped the information that she emailed to the board prior to this meeting about the cost of printing and mailing an extra 8 pages in the Journal: The cost to create and print an extra 8 pages in the Journal is \$4,370 for one issue, plus the mailing cost difference.

To offset these extra costs, Betty suggested we do a call to Tanya and her managers to get them working harder to sell advertising for us. Tom asked if we added 8 more pages, do you think we could increase the advertising revenue to cover that extra cost? Betty believes it can work. Creating eight additional pages is extra work for Betty, but she's willing to do it. Tom thinks that we may be able to bring in more advertisers for an expanded winter issue, due to the time of year. Linda Tacke explained that the challenge now is that we've dedicated 20% of the Journal to be advertising space, and we're already not able to reach that goal yet. Linda said she contacted Phil and got the information he gave to Mary about this last April. Linda said that this is a more involved situation than expected, and it may not be completely solved with a quick call.

Betty was asked if the proposed 8 page Journal expansion is going to be for every future issue, or just this one December issue? Betty replied that for now, it's just the December issue. Betty was asked about the timeframe involved. Betty said we have several weeks to decide. Jean LeGwin said that she believes this is still worth a call to Tanya and her manager. Jean understands that increasing advertising revenue is a complicated issue, but is still one to work towards.

Kurt Hertzog agreed and said he thinks it may not hurt to push them harder and explain that we need them to sell more ad space to allow us to increase our page content for this special issue. If they come back with nothing, we can discuss this further. Betty stated that we can work with that, and said she will have the copy ready, and if Tanya comes through with the extra advertising revenue, Betty will be ready. Kurt suggested that we can tailor the number of extra pages to be added based on how well Tanya does selling the extra ad space. Calling Tanya soon will give her 3-4 weeks to work on this. The special extra features we'll have in this issue should be a helpful selling point. Dale explained that the initial reason for the extra 8 pages were Binh's bowls project.

Tom suggested that Jean, Linda, Warren & he have a call within the next few days to discuss this further, and then Tanya will be called. That sounded reasonable to everyone. Linda Tacke will send an email to check availability for the call.

Resource Directory for 2011 – Linda Tacke

Linda reported that we asked 2 printers for the costs to print a new Resource Directory for a limited quantity printing of 5,000 and 10,000. Linda explained that we estimated the mailing cost, which can be tricky due to the international costs. The Resource Directory cost for 10,000 copies comes to an estimated cost of \$31,494 to \$39,029 to produce and mail.

Tom said that if we print the Resource Directory and mail to all members as in the past, it would cost slightly more than \$40,000. It was noted that many members do not use the hard copy anymore - they just go online for it now. It was also noted that some of our members continue to use and rely on the printed version, and view it as a valuable resource.

Linda explained that for us to add the software needed to allow our members to decide to opt in or opt out to receive a printed copy of the Resource Guide, the cost for that would be about \$5,000. Implementing that would also require additional staff time. Most of our members renew their memberships online.

Malcolm Zander clarified that this \$5,000 would be a one- time expense. Ed Davidson explained that the cost is to add the feature onto our existing membership tool and also for the staff to be able to create reports. His guess is a lot of members may not notice a new opt in/opt out choice, and will end up calling the national office when they don't receive their Resource Directory in the mail.

Linda Tacke explained that ongoing online updates will continue to happen as they do now. She mentioned that Stan Wellborn emailed her asking that we print the Resource Directory one more time for the 25th Anniversary. Malcolm asked how creating a new opt in/opt out system would affect those member that have already renewed for next year. Linda Ferber explained that some people renew for up to 4 years at a time. This is something that will require further thought.

People agreed that it would be interesting to know how many members really use and prefer the printed version. As the Resource Directory is expensive to print and mail, we must consider everything when making decisions. Ed reminded them that the Resource Directory was a question on the last member survey and only 20% of members indicated that they actually use the printed version of the guide. Linda Ferber then provided more detail on the last survey's results: 1033 people answered question #22, which asked members what their principal use of the Resource Directory is. A clear majority (52.8% of respondents) said that they never use the printed version of the guide. Linda said that the survey results are still posted in the member's area of the website.

Another idea is to create an opt in choice for those who want it both on the paper renewal form and online, and if they don't indicate anything, they won't get a printed version. That way, only those who respond they want it will get it and we'll have more accurate numbers. It may be trickier to do with the paper renewal form. Tom asked if this issue has been discussed enough to make a motion. Linda Tacke explained that we need to make a decision tonight due to production timing. Ed said we may need to pay the vendor more to work on our faster timeline. Jean asked if we capture the information now online, can we worry about the recording the rest of the information later? Linda Ferber said yes, we could use the temporary website info information now and do the complete capture later. There could be a way to work this out in our original timeline. Linda Tacke suggested that it would be a nice transition to add the opt in feature this year. Linda Ferber reminded everyone that we'll print a few extras for people joining later.

Jean LeGwin made a motion that the membership renewal form and the online membership renewal area will feature an opt in option for members to select if they wish to receive a printed copy of the Resource Guide.

Malcolm Zander seconded the motion.

A voice vote was taken. All in favor. Motion carried.

Form 990

Warren presented the form 990 from 2009. He said that the board & finance committee has reviewed it extensively. At this point, the finance committee recommends the board approve the 990.

Warren Carpenter made the motion for the board to approve the 2009 Form 990.

Dale Larson seconded the motion.

Tom Wirsing commented that the 990 had lots of pretty serious problems, and Warren, Cassandra and others have helped by putting a lot of work into it. Tom expressed his thanks on behalf of the board.

A voice vote was taken. All in favor. Motion carried.

Changes to the Bylaws – Dale Larson

Dale reported that the bylaw committee's been working well. When the bylaws changes are finished, they'll be sent to the board for review, and then go forward for approval. Dale said he'll outline the 2 issues up for discussion now, and he will make a formal proposal for them during the next board meeting

First issue: To formally decide we'll abide by Robert's Rules of Order during board meetings and place this in the policies.

Second issue: Add a section to the policies covering what contacts the board wants to review. Suggested wording: "The Executive Director may not: sign any contract over \$25,000, contracts over 12 months in duration, the major contracts related to the annual symposium, conference coordinator or Journal contracts without prior written approval from the Board." Dale asked that people send him their comments and he'll make a formal proposal during the next meeting. This was agreeable to all.

Regional Conference Update – Tom

There are a number of regional conferences remaining this year, and we have no board members assigned to attend some of them. Tom read a list of regional conferences and offered to try and get on the Irish Fair conference agenda to speak for a few minutes, if the board thinks that's a good idea. That sounded good to all. Tom will check if that will work for them.

Dale said he'll be at the Vancouver, BC event this weekend, Linda Ferber will attend the Wisconsin event, Paul's going to do the Georgia event, Warren's going to do the North Carolina event, Warren said will ask Jack Vesery to represent us at the Maine / Damariscotta event, as he'll be right there, and Linda Ferber offered contact the local people to see if they can help represent the AAW at other regional conferences.

Conference coordination – Linda Tacke

Linda said that we have Kate Lichter's last invoice and that she's been working with Dale and Jean to resolve the question of the billable hours that Kate worked. Dale said he looked at Meetings a la Carte's contract about working with vendors prior to the symposium. Our agreement was to pay her for dealing with the Saint Paul vendors for two weeks after Hartford. It appears that we are being double-billed. We will have to have Kate justify her extra cost.

Update on 2011, 2012 Symposiums

Gail Olmsted from CCC will be our symposium planning contact. Gail will be here on September 20 to meet the staff and do a RiverCentre walkthrough.

2012: San Jose wanted us to move our symposium date up by 2 weeks due to the girl's gymnastics event there. Linda said she hasn't seen the contract yet, but expects it to come soon, Linda wants Dale and also a legal advisor to also look the contract over. Dale said he'll coordinate with Gail on the rooms. Linda Ferber asked Dale to please keep in touch with her on planning issues, as she will be AAW's primary event management contact on staff.

Tom suggested we try to find a pro bono attorney in Minnesota, due to our upcoming symposium legal needs. If anyone knows of someone to suggest, please let Linda Tacke know. Dale suggested that we do another call to our members letting them know we're looking for a pro bono attorney from Minnesota.

2011: Regarding registration and banquet costs, Linda Tacke said we don't have the 2011 estimated costs yet, but we have last year's numbers to work with. Dale suggested he talk with Linda Tacke about it later in more detail.

2011 Sponsorship Support - Linda Tacke said that she, Linda Ferber, Caroline Lindval and Phil Gelbach have met to work on this effort to bring in some sponsorship funding to offset 2011 symposium costs.

Program Reports – Linda Tacke

AAW full time staff Caroline Lindval, Tib Shaw and Linda Ferber each put together a ½ page recap of their recent activities, and the board got that information in an email.

Membership Drive for 2011 – Linda Tacke

We have been researching how our membership dues compare to other craft organizations. Dale reminded everyone that the board had a long discussion about membership dues last year, and the board concluded that if we raise membership dues to over \$50, it would hurt our members and decrease memberships. The consensus from this meeting is that this is not the right year to propose any increases to membership dues. Warren said that he believes we need to take a serious look at the rates for

each membership category again in the future.

Linda Tacke said that she would like to improve and increase data collection with membership renewals. The new software we'd need to buy for this would cost approximately \$5000. It's too late to implement that change this year, but we need to discuss this again early enough for next year's data collection.

We'll continue to try to get updated information from the local chapters for our master file. They need to do a better job communicating changes with the home office. Ed suggested that he, Kurt and Linda Ferber get together to discuss this and create a plan to get and maintain accurate data from the local chapters.

Marketing

The following topics were discussed: Inclusion of 25th anniversary book, Discount for 25th anniversary book, 25th anniversary book printing and distribution, and bid printing of the journal for 2011. We've received bids from 4 printers for the 25th anniversary book, and Fox Chapel came in with the lowest bid.

Kurt asked about how the marketing, distribution and sales would go for the symposium DVDs. Jean said that the contract for that is still to be determined. Jean informed the board that Fox Chapel has withdrawn their offer to do an online service for us, based on their experience with another customer. This is on hold now. Jean confirmed we'll continue to have the Saint Paul office do in-house fulfillment of orders. Jean will check on the status and report back to the board.

Old Business – There was nothing further to discuss

New Business – Tom mentioned that he received requests from 2 members for the board to discuss the following:

Clay Johnson asked that we have a discussion about the resource guide, and we've already done that on this call.

The other request was from a member suggesting that a new committee be formed to govern the AAW forum. The new committee would be comprised of a board member and 4 other elected people. The board had a discussion about the forum's management. It was noted that the board has tried to stay out of forum issues, to allow the moderators to do their job to manage the forum.

Ed explained that most people on the forum are considerate users, but it only takes a few inconsiderate users to help things deteriorate. The board has charged Ed with management of the website and the board has a lot of confidence in Ed's abilities. There is no need to form another committee to manage the forum. This is about woodturning and not political platforms. Tom acknowledged that the forum moderators have had a very difficult task ever since last June. Tom believes the forum moderators, who are all volunteers, were forced to use a lot of judgment and did so carefully. Tom stated that he would like to stay with the present group of moderators and thank them for their services. The board was in agreement with this. Ed will pass the board's decision and thanks onto the forum moderators. Tom stressed that it is never the board's intention to influence the forum moderators.

Exhibition Committee Assignments – Tom Wirsing

Regarding the exhibitions committee, Tom explained that the chair will either be Warren Carpenter or J Paul Fennell. He asked Warren and Paul if they had any preference. They had a brief discussion and it was determined that Warren Carpenter will remain as exhibition chair and J Paul Fennell will serve as one of his committee members.

Updated Process for EOG Grant Applications

Warren explained that the EOG grant process will be online only going forward. Ed, Warren and Linda Ferber have been working on this, and it will be ready to go live in a few weeks. There will be a change of wording to state that schools that have received an EOG grant will have to reapply every year in order to receive their next grant. The board was in agreement with this. They'll finish the last testing and then the rules will be put on the home page for our member's information. The board determined that the EOG account should be closed, and the amount will be merged with the Bremer account.

Closing Remarks

Tom Wirsing thanked the board, staff, Betty and Ed for their participation. Tom also thanked the members who dialed in to listen to today's board teleconference.

Adjourn

Warren Carpenter made a motion to adjourn the meeting.

Jean LeGwin seconded the motion.

A voice vote was taken. All in favor. Motion carried. The meeting ended at 7:35 pm CDT.

ACTION ITEMS:

- Caroline & Linda Tacke will determine each board member's availability for going to Saint Paul for the next board meeting.
- Linda Tacke will email Jean, Tom and Warren to check their availability for the 4 of them to have a call to discuss increasing advertising revenue for the Journal.
- Linda Ferber offered to contact the local chapters to see if they can help represent the AAW at some regional conferences.
- Dale suggested that we do another call to our members letting them know we're looking for a pro bono attorney from Minnesota. There are three areas where we can post the call to members:
 - 1) On the website in the job postings area
 - 2) With the local chapter emails
 - 3) In the board messages that are sent out to the local chapters and also posted on the website.
- Dale and Linda Tacke will have a call to discuss 2011 estimated costs for registration and the banquet.
- Ed suggested that he, Kurt and Linda Ferber get together to create a plan to get and maintain accurate data from the local chapters.