

AAW Board Meeting Notes
Friday, January 14, 2011 – Sunday, January 16, 2011
Landmark Center, Room 326, Saint Paul, MN

Friday, January 14th

Call to Order

President Tom Wirsing called the meeting to order at 9:00AM CST.

Board members present: Tom Wirsing, Jean LeGwin, Warren Carpenter, Kurt Hertzog, Dale Larson, Binh Pho, Stan Wellborn, Cassandra Speier, and Botho Von Hampeln.

Also present were: Cindy Bowden, Executive Director, Linda Ferber, Program Director, Tib Shaw, Gallery Coordinator, Greta Tacke, Marketing Communications, Jane Charbonneau, Administrative Assistant and Betty Scarpino, Editor.

Welcome, Introductions, Opening Remarks — Tom Wirsing

Tom Wirsing welcomed the Board and staff. He extended a special welcome to new Board Members Botho von Hampeln and Stan Wellborn. He thanked Deryl Duer for volunteering to work on the audiovisual equipment for the symposium with Dale Larson.

Approval of December 15, 2010 Board Meeting Minutes

Tom Wirsing asked if there were any questions or discussion needed before approving these minutes. No further discussion was requested. **Warren Carpenter made a motion to accept the December 15, 2010 board meeting minutes. Dale Larson seconded the motion. A voice vote was taken. All in favor. Motion carried.**

Dale Larson conducted a discussion of symposium committee assignments.

Don Tebbe from Transition Guides discussed the transition process that included a discussion of the following:

- Post hire environment
- Working with Board and Staff
- The need to establish policy and operations guidelines
- Defining guideline for authority and accountability
- Internal operating procedures
- Procedures Manual
- Suggested AAW follow John Carvers model of executive and board

The board discussed how to exchange information and the importance of monitoring fiscal health.

A task force was set up with Sandy, Stan, Kurt, and Cindy to work on the organizational chart and review committee structures.

Stan Wellborn presented a symposium video during lunch by Stan Wellborn. The video was produced by Phil Pratt for the AAW website to promote attendance at the symposium.

Symposium Updates — Dale Larson and Gail Olmstead

San Jose

Dale suggested that symposium planning committee walk through the San Jose venue in September 2011.

The board approved the proposed list of demonstrators submitted by Dale Larson. Dale suggested that a new person each year choose the demonstrators. He also suggested that there be no repeat demonstrators from year-to-year and that he would like to see a strong local influence. Gail Olmsted suggested that we develop an invitation letter for foreign demonstrators to facilitate their entry into the US. Cindy will prepare a draft.

Saint Paul Symposium

Gail reported that 89 vendor booths have been sold for 2011 Symposium. The vendor's early application discount was extended through December.

All agreed that there is a need for shuttle service between hotels, AAW and the RiverCentre.

Symposium Exhibition Committee Updates — Warren Carpenter

The San Jose show will be juried and open to AAW members. A title for the show has yet to be determined.

The Board discussed how to charge for-profit groups who want to display exhibitions at the Symposium. It was decided to take a percentage of their sale from exhibitions.

30/70 split on sales until San Jose

45/55 split on sales after San Jose

David Ellsworth was named the 2011 Merit Award Winner.

Tib Shaw reported that the "Roots" Exhibition has 45 artists confirmed and will share Ballroom A with Merit Award Exhibition, David Ellsworth.

The Board decided that the 25/25 and the Empty Bowls projects will be combined for Symposium and proceeds will be split 50/50 to AAW and the Return to the Community Empty Bowls project.

Marketing Projects for the 2011 Symposium — Binh Pho

Binh Pho presented the past 25 symposium logos and poster he designed for the 25th Annual Symposium. He also updated the board on his progress painting the Powermatic Lathe for the annual raffle.

POP exhibition report — Binh Pho

There will be an EBay auction Saturday April 24th at 11AM. Proceeds will benefit AAW general fund.

Committee Assignments — Tom Wirsing

Changes in Board members were reviewed, noted, and published

Motion made By Warren Carpenter to replace Jack Hastings with Phil Hauser in the Endowment Trust Committee midsummer when Jack's term expires. Cassandra seconded the motion to replace Jack Hastings. A voice note was taken. All in favor. Motion carried.

Permanent Collection: Kevin Wallace will replace Phil Brennon as chair of the committee and he will suggest new members to serve with him

Contracts committee — A new committee was established to review contracts over \$25,000. Botho, Cassandra and Hal Sanders will serve as members for 2011.

Communications Committee— A new committee was established to replace the internet committee and also adds new outreach responsibilities. Committee members are: Stan Wellborn (chair), Kurt Hertzog, and Cassandra Speier.

Nominating Committee report — Kurt Hertzog

The committee is looking for qualified candidates with skills. Kurt asks each Board member to bring in one nominee.

By Laws Revisions report — Dale Larson

The By Laws Committee has finished their work, edited and proofed the revisions. The vote will be cast start February 1st and continue through March 31st. The votes will all be cast electronically and will pass with a simple majority. A sub-forum has been set up on the AAW website for discussion by members. All suggestions will be held and considered at a later date.

Board Handbook

Dale and Malcolm Zander are working on re-writing the Handbook to include new descriptions of committees. The handbook will also function as a reference tool and training manual.

Ethics report — Dale Larson and Binh Pho

Dale asked the Board to read and review the current draft of the Ethics policy.

Meeting was adjourned at 5:45 PM for the day.

Saturday, January 15, 2011

All board is present. Cindy Bowden, Linda Ferber, Tib Shaw, Betty Scarpino, Deryl Duer and Greta Tacke are also present.

Report on the state of AAW's video equipment — Deryl Duer.

Deryl suggested purchasing toolboxes so that all necessary equipment for each video camera at symposium could be stored together. The cost was about \$20 each. This box could also be used to loan equipment to regional symposiums.

Deryl will provide AAW with an inventory sheet of all video equipment. Cindy approved \$700 equipment budget.

Financial report — Warren Carpenter

The financial report will be published in the June Journal. AAW will continue to take losses as stated for 2010.

Dales moved to make a motion that for 2011 only, proceeds from the painted lathe raffle will go to the General Operating Fund. Cassandra seconds the motion. A voice note was taken. All in favor. Motion carried unanimously.

Staff Reports

Cindy Bowden Goals

Cindy Bowden emphasized the importance of fundraising. She asked that the Board help identify and connect with collectors and other high profile individuals.

She suggested working closer with the American Craft Council. Presenting a dual patron membership and showing at their meeting in Saint Paul, MN. Partnerships, like the potential one between AAW and ACC, would expand woodturning within the craft scene.

Cindy suggested an end-of-year giving plan. She also expressed the need for simpler membership categories. Dale offered an idea to set up a program for Board members to call personal contacts for favors and donations.

Cindy asked the Board to add their AAW membership and position on Board to their biographies when teaching or making speeches.

A Fundraising Committee was established to include: Stan Wellborn (Chair), Dale Larson, Binh Pho, Tom Wirsing

Linda Ferber Goals

Linda suggested that Professional level membership should be designated. She would also like to put information on the website about how chapters can organize as a 501c3. She suggested that the Best Practices area of our website needs further development and that we should improve the link between the local chapters and the national office.

Tib Shaw Goals

The gallery will increase grant writing to 5 per year. She is also planning a changing exhibition schedule to present at least 4 exhibitions per year.

Program Membership Report — Linda Ferber

The membership is moving to monthly renewal. The new system will be up by the end of March in order to initiate this new cycle.

Web Site Report — Cindy Bowden

Cindy hired Yellow Llama to develop a new membership database and a new website. She has worked with them previously with the World Craft Council.

The front page, symposium and membership will be completed first. Goal is for the website to be finished in a year. AAW products will be offered as on demand purchases for products. The Forum will be moved to the member's area.

EOG Committee Report — Kurt Hertzog

The EOG will have approximately 160 applications this year. The committee is considering giving fewer grants but full funding to those they sponsor. Awards will no longer be staged and payments will originate in the office.

Membership and chapters—Kurt Hertzog

There will be an agenda for the symposium members meeting. It will be open to all members and not just the local chapter contact person.

Kurt has handmade 25 commemorative pens for the AAW sales table at the Symposium.

International report — Botho Von Hampeln

Botho will be studying benefits for potential International members.

Journal Report — Betty Scarpino

Suggested including “interesting things from the Journal” on website. The Board discussed the editor’s travel budget.

John Hill telephoned the Board to report on the Endowment and Insurance

The Endowment Trust voted to transfer \$8,100 (4.5%) to EOG. This can be deposited when it is needed. The board discussed that when Jack Hastings’ term expires in July 2011, Phil Hauser will take his place. **Tom Wirsing stated that the Minutes reflect a 3-year term for Phil Hauser that ends July 25, 2014**

John Hill presented his research for home, renter, and auto insurance for AAW members. The board decided to continue to research plans and details, being especially aware of member’s privacy and benefits. No immediate expansion on insurance

Dale Larson made a motion to table the discussion on home and auto insurance. Binh seconds the motion. A voice note was taken. All in favor. Motion carried unanimously. Cindy will report on the legal ramifications of participating in such programs.

Board Moved to Executive Session and Linda Ferber, Tib Shaw, Jane Chabonneau, Greta Tacke and Betty Scarpino left the room. Cindy Bowden remained.

Old Business

2014 Symposium site

Al Hockenbery will provide map of Texas with population statistics to determine the location of the 2014 symposium.

Cindy announced that Linda Ferber was promoted to Program Director .

Elections and Meeting report — Dale Larson

The upcoming vote is open upon request to all members. Dale outlined the proposed voting policy and how it differs from the current policy. He asked Cindy to review the proposed election policy for board members.

Binh proposed that AAW waive registration fee to the symposium for past but not a banquet ticket. There is a potential loss of \$10,000 in symposium registration fees, but

benefits may outweigh that loss. Tom suggested that Binh test the theory with Hartford statistics.

Meeting is adjourned at 5:15 PM

Sunday, January 16, 2011

New Business

Botho lead a discussion about AAW's international focus. He would like AAW to think about including 'International' in the name. He also expressed a need for international chapters with benefits appropriate to our international members. Cindy Bowden suggested asking USA chapters to adopt an international chapter.

An International Committee was established and includes the following members: Botho von Hampeln (Chair), Tom Wirsing, Terry Martin, and Kurt Hertzog

Binh Pho presented a new potential AAW logo and the philosophy behind the design. The Board discussed the pros and cons of adopting a new logo.

The 2011 Board of Advisors will be: Malcolm Zander, J. Paul Fennell, Al Hockenbery, John Hill

The next face-to-face board meeting will be in Saint Paul in June, 2011.

Dale Larson made a motion to adjourn. Cassandra Speier seconded the motion. A voice was taken. All in favor. Motion carried.

The meeting is adjourned at 10:50AM, Sunday January 16, 2011