

**AAW Board Meeting
Room 326, Landmark Center
St. Paul, MN
June 21-23, 27, 2011**

Call to Order

Tom Wirsing called the meeting to order at 8:35 AM. Board members present were: Tom Wirsing, Kurt Hertzog, Cassandra Speier, Jean LeGwin, Dale Larson, Warren Carpenter, Stan Wellborn, Binh Pho, and Botho von Hampeln.

The Board went into Executive session until 1:45 PM.

The Board reconvened in open session at 2:05 PM. In addition to all Board members, the following were in attendance: Cindy Bowden, Linda Ferber, Greta Tacke, and Betty Scarpino.

Approval of Minutes

Dale Larson moved that approval of the May 9 Board meeting minutes be deferred. Warren Carpenter seconded the motion. Motion carried unanimously.

2011 Symposium Update — Cindy Bowden, Dale Larson

Cindy reported that preparation for the symposium was going on with preparation of vendor packets, collection of on-line Instant Gallery submissions, and other last minute details. There are approximately 1700 registered attendees, with an additional 50-100 expected to register on site.

Dale reported that John Ellis volunteered to work as the local volunteer coordinator. Dale will be reviewing Board and staff commitments. In light of recent accidents, Dale will be stressing safety with the demonstrators and request use of a full face shield while demonstrating.

Cindy mentioned that the local PBS station will have a film crew at the symposium to capture the event and AAW will be given material for future use.

Gail Olmsted from CCC reported that all hotel rooms are booked and AAW is free from any penalties.

Future Symposia — Cindy Bowden, Dale Larson

Gail Olmsted, Dale, and Cindy will go to San Jose in the fall to access the facilities for the 2012 symposium.

Gail and Cindy will be researching sites in the greater Atlanta area for 2013. Gail will research possible sites for 2014 and beyond with a focus on local support and cost of the venue. Dale asked for suggestions.

Membership — Botho von Hampeln

Botho suggested that AAW adopt a policy of raising membership fees in small increments annually to avoid large increases periodically. He also discussed the benefits of auto-renewals for those paying with a credit card and suggested a flat fee for overseas membership. Cindy will investigate these suggestions and report back to the Board.

2012 Lifetime Achievement Award — Dale Larson

Dale reviewed the criteria for the Lifetime Achievement Award. After discussing a number of nominees, the Board chose John Jordan to be the 2012 recipient. **Kurt Hertzog moved that John Jordan be the 2012 recipient of the Lifetime Achievement Award. Dale second. Motion carried unanimously.**

Requests to the Board

General requests and questions addressed to the Board as a whole will be addressed/answered by the appropriate Board member. If there is doubt about who should respond, the President will appoint someone. All Board members should be copied on the response.

Symposium Exhibition Space Use — Dale Larson

Dale led a discussion on the use of exhibition space by for-profit vendors. He and Cindy will work on a policy on how to deal with these situations.

Board of Director Nominees — Kurt Hertzog

Kurt reported that there were a total of 16 candidates for the Board. After interviewing each, the committee chose the following to appear on the ballot: Dale Larson, Binh Pho, Cassandra Speier, Paul Omilon, Greg Smith, and John Morand.

Regional Symposia — Kurt Hertzog

Kurt suggested that the AAW do more to support the regional symposia by doing such things as offering discounted ad space in the journal, sending an AAW representative to all events, offering to send out email notice of the events to members, and increasing our premium gifts for giveaways during the event.

25th Anniversary Book — Jean LeGwin

Jean reported that the boxes for the special edition have arrived in time for the symposium. Cindy discussed the promotion planned for the symposium. Binh has arranged for a number of artists to supply small pieces of art to be included in the box as an incentive for purchase/donation. The project came in within the allotted budget. AAW needs to sell 3,500 copies of the book to recoup the costs of production. Cindy and staff will provide an updated marketing plan. Marketing ideas discussed were targeting local chapters, mass e-mails, and on-site symposium promotion. Jean expressed concern about the delay in shipping of the pre-orders.

Editor's Report — Betty Scarpino

Betty reported that advertising continues to lag and that available ad space is not being filled. The Board has lifted the space constraints that have been in effect for a number of years in hopes that it would incentivize the ad sale rep to perform more effectively. This has not happened. Cindy has hired a new ad rep, September Hoeler, who began June 1.

Generally the journal budget numbers are in line with projected budget. Advertising revenues are down and are the exception.

Betty suggested that the journal be used more aggressively in marketing the organization to prospective new members since it (along with the website) is the public face of the organization.

Betty proposed a number of ideas to improve the journal: increase the page count, link content to the web and web videos, produce themed editions, and e-readable editions.

Stan Wellborn discussed the need to increase newsstand sales and suggested we consider hiring a consultant to help. He recommended Dick Glassman for the job.

Other Business

Jean LeGwin reminded the Board that Fox Chapel has a contract with us waiting to be signed for publishing books using journal archive material. She discussed this with John Kelsey and he would like to proceed, but would like to review the outstanding contract. Cindy and the Contract Committee will review the contract we have in hand.

Stan suggested we consider a bar-coded membership card, or a member card with a magnetic strip. He also suggested creating AAW window decals as a new product.

Kurt is interested in ways to reach members who cannot attend the symposium. He suggested streaming audio/video or capturing more of the events on video for viewing later, possibly on the website.

Meeting adjourned for the day at 5 PM.

Wednesday, June 22

Meeting resumed at 8:20 AM with all Board members present. Also present were: Cindy Bowden, Linda Ferber, Betty Scarpino, and Greta Tacke.

Future Projects — Cindy Bowden

Cindy discussed the need to increase membership both nationally and internationally. She would like to provide members with information about opportunities for exhibitions, grants, and education both nationally and internationally. She suggested diversifying membership through mentor programs for high-school and college students, establishing Boy Scout and Girl Scout merit badge programs, and putting together a curriculum for woodturning in high-school industrial arts programs. She also suggested we should work with

embassies for setting up exhibitions. She will be working with Botho to suggest additional membership benefits.

Binh commented that artists are a small percentage of our membership and we need to find a way to get more local chapter members who are not AAW members to join, and find a way to get the local chapter presidents excited about AAW so they will promote membership.

Stan suggested we focus on increasing the benefits for international members.

Stan and others will put together a “best practice” about making press releases.

Staff Reports

Linda Ferber, Tib Shaw, Greta Tacke, Todd Hartley, Pippi Fentress, and Jane Charbonneau submitted reports on their activities.

Retirement Benefit — Cindy

Cindy will put together a written proposal for a retirement plan and will present it to the Board at the next meeting.

Website

Representatives from Yellow Llama, Milo Pickney and Richard Levy joined the meeting and gave a presentation about their company and the work they have done on our website to date and plans for the future. They have switched AAW to a content management system (Joomla) with the goal of making access to data easier and security more robust.

Safety—TomWirsing

Tom led a discussion on various ways the AAW can increase awareness of safe practices including the possibility of short videos, “Best Practice” articles, info in chapter newsletters, and other ideas. Kurt will form a committee with Dan Lutrell, Nick Cook, and David Ellsworth to explore other options.

International — Botho von Hampeln

Botho stressed the importance of recognizing AAW’s international members. He suggested we explore having our journal translated into other languages (French, German, Spanish) using translation software such as Babylon. He will continue to explore options and report back to the board in a few months.

Unfinished Business

Binh Pho suggested that we explore the Provo model of selling in the Instant Gallery where AAW would receive a percentage of sales revenue in exchange for handling the transactions. Under this model, individual artists would not need to be present to sell their work. However, AAW would need to provide an employee to operate the credit card transaction service. Cindy will look into the costs and best method for this service and come back to the Board with a proposal.

Dale observed that EOG grants have been drifting away from a balanced distribution between individuals, schools, and chapters. He recommends that we return to that model. Kurt will consider imposing a percentage target goal for each category for next year.

The Board entered into executive session for the remainder of the day.

Monday, June 27, 2001

All Board members present. Also present were Cindy Bowden, Don Tebbe, Linda Ferber, Betty Scaarpino, Greta Tacke, Jean Charbonneau, Tib Shaw, Pippi Fentress, Todd Hartley, David Vannier, Dean Atkins, and Gail Olmstead

A general discussion of the symposium was held to review areas and functions that need improvement and areas of success.

Dale suggested that some of the weakness in a local volunteer system could be corrected with the use of a semi-permanent volunteer who would oversee a function from year to year rather than having to rely on a different local volunteer each year. An example would be using John Ellis as the volunteer coordinator from year to year. Some functions may migrate to AAW staff.

Dale also spoke of the need to have a dust collection system in the youth room in the future.

Binh mentioned that the fellow who won the painted lathe wants to sell it back to us or swap it for some other equipment. There is general agreement that AAW does not want to keep the lathe for display or other uses and several other options were discussed, but the Board decided to table the matter for the moment.

The painted lathe raffle raised \$18,500.

Symposium Wrap-Up — Gail Olmstead

Gail will provide a written report of the St. Paul symposium to the Board. However, she offered some ideas for improvements for the next symposium: color coding name tags and distinctive badges for vendors, VIPs, etc; encouraging volunteers to check badges of those entering demo rooms; clearer posting of registration hours; printing a separate grid with all last minute changes included that could be sponsored by a vendor and include ads; creating an “app” for schedule updating and other important info; posting demonstrator safety guidelines in each demo room, including emergency contact info; having sponsors recognized by large signs at opening ceremonies and banquet; and bringing back the message board and installing it at a designated point noted in the Handbook.

Gail also suggested we do a better job of educating the vendors on all costs for the symposium (electricity, tables, parking, etc); have a meeting with vendors to inform them of what is included with their fee and explain what AAW is providing that may not be evident; start a vendor newsletter or vendor message board to keep vendors apprised of what’s happening; and explain the sponsorship opportunities available throughout the symposium (coffee-breaks, raffles, etc).

Gail stressed the need to control the number of badges issued per booth, the need to supply a set number of Handout Handbooks per booth, and the need to establish the banquet ticket schedule.

She also suggested that we to define our vision of future symposia and focus on defining the criteria for picking future sites (chapter support, venue suitability, region, etc) and that we put together RFPs for three cities in the area we are interested in to benefit from competitive bidding to keep the negotiating power in the hands of AAW.

Dale has asked Deryl Duer to research video cameras to replace the aging ones we own.

Some other general items needing attention (in no particular order):

- Instant Gallery was very crowded and needs more space.
- Evaluation forms were not always available.
- Needed more transportation from hotels to venue.
- Address credit card issues.
- Investigate the possibility of grouping banquet tables by membership level.
- Need to have all youth in the room for the drawing.
- Provide camera operators with better access to switches.
- More (and better) signage and budget for that.
- Provide a way for banquet attendees to purchase a bottle of wine for their table.

San Jose — Dale

CCC has presented the ED with a contract for 2012 and 2013 symposia. ED will review them and forward to Contracts Committee for review. Dale has asked CCC to submit a contract for researching sites for future symposia and will pass along any suggestions from the Board to CCC.

Board entered executive session with Cindy Bowden and Don Tebbe.

Board reconvened in open session at 4 PM.

Jean LeGwin suggested that we provide Sharon Bierman with an honorarium of \$2500 for her work on the Handout Handbook for 2011. **Kurt Hertzog so moved. Dale seconded. Motion carried unanimously.**

Dale requested that the Board be provided with specifics of what Yellow Llama has done to date and asked for a proposal from them for work going forward.

Stan made some general comments about the EOG and POP auctions. Generally the artists are disappointed in

the bids and some have said they will not be submitting pieces in the future or would like to put a reserve bid on those they do submit. Stan suggested that bidders in the POP auction could be given a free catalogue. POP will handle that.

A motion to adjourn was made by Dale Larson. Kurt Hertzog seconded. Motion carried unanimously.
Meeting ended at 5:10 PM.