

American Association of Woodturners

Board Meeting

Almaden Room, Marriott Hotel, San Jose, CA

January 6-8, 2012

Friday January 6, 2012

Call to Order

Dale Larson called the meeting to order at 8:35am PST

Board members present: Tom Wirsing, Dale Larson, Warren Carpenter, Jean LeGwin, Botho von Hampeln, Binh Pho, Stan Wellborn, and Kurt Hertzog. Also present were: Cindy Bowden, Greta Tacke, Deryl Duer. Cassandra Speier was not able to attend due to a required work commitment

Approval of the Minutes

The November 22nd board minutes were approved as written

The December 13th board minutes were approved as written

The board moved into an executive session at 8:10am.

Cindy Bowden, Greta Tacke, Betty Scarpino, and Deryl Duer left the room.

Cindy Bowden and Betty Scarpino joined the board in executive session from 8:45am-11:35am.

The meeting reconvened in an open session at 11:45am.

Greta Tacke, Gail Olmsted, and Deryl Duer joined the meeting.

Symposium Planning –Gail Olmsted

Gail reported on progress in San Jose. The block of hotels at the Hilton is 80% sold, and the Marriott is 65% sold. 66 Trade show booths and 36 table tops have been sold. Since there are unions in San Jose, Gail will continue to work with the San Jose convention center to determine union requirements. CCC will have a draft of union requirements ready by February 1st to send to vendors mid February.

The AAW office will work with CCC to send monthly emails to vendors that will include safety information, union rules and regulations, and wood restrictions.

Gail, Kurt Hertzog, and Cindy Bowden will work together to develop sponsorship opportunities throughout the symposium.

Gail reviewed parking options, dock availability, and logistics for the banquet.

Dale Larson and Gail reviewed the hotel contracts for Tampa 2013.

CCC has sent out the 2014 Request for Proposal to several cities. Site visits will take place in February, and proposals are expected by the end of March.

Break

Budget –Warren Carpenter and Cindy Bowden

Warren and Cindy presented the 2012 itemized budget.

Betty Scarpino gave a brief proposal to increase the journal budget by \$36,000. This would include increasing the page count from 72 to 80 pages, adding UV coating to the paper, hiring an assistant editor, and shipping and printing costs associated with the increased page count. The board accepted the additional expenses. *American Woodturner* will increase to 80 pages starting with the June journal.

The board discussed the hiring structure of an assistant editor. Cindy and Betty decided it will be a sub-contracted position and the contract will be run through the office.

Stan Wellborn proposed hiring a newsstand consultant to increase newsstand sales. Cindy will talk with Dick Glassman at All American Crafts, and bring costs to the February board meeting.

Budget discussion continued on Sunday, after Warren Carpenter updated the Journal budget.

Symposium Committee Assignments –Kurt Hertzog

Each board member was assigned as a liaison for a symposium committee. The board reviewed what will be needed from each committee. Dale Larson asked Cindy Bowden to assure that event cancellation insurance is in place.

Symposium Committee assignments are as follows:

Symposium Planning: Kurt Hertzog

Volunteer Coordinator: Cindy Bowden

Symposium Liaison: Kurt Hertzog

Local Shipping: AAW Office

Symposium Logo: Binh Pho and AAW Office

Spouse Craft Room: Tom Wirsing

Taxes, Licenses and Permit: AAW Office

USDA and Dept of Ag: AAW Office

Packet Stuffing: AAW Office

Registration: AAW Office

AAW Product Sales: AAW Office

Spouse Tours: AAW Office

Exhibitions: Binh Pho

POP Exhibition and Auction: Binh Pho

Video: Binh Pho

Instant Gallery: Cassandra Speier

Instant Gallery and Chapter Challenge: Cassandra Speier

Instant Gallery and EOG Auction: Cassandra Speier

Instant Gallery –Return to the Community: AAW Office

Youth Training Aids: Dale Larson

Youth Equipment: Dale Larson

Learn to Turn: Jean LeGwin

Equipment Committee: Tom Wirsing

Grinder Set-up and Tear-down: Tom Wirsing

Demonstrator Assistance: John Ellis

International Demonstrator Greeting: Botho von Hampeln

Wood and Materials: Tom Wirsing

Instant Gallery Wall: Stan Wellborn

Vendor: Botho von Hampeln

Break

Video Crew –Binh Pho and Cindy Bowden

After reviewing the option of using university students to operate cameras during symposium demonstrations, the board decided to continue with member volunteers as done in years past.

Videographer –Deryl Duer

Deryl presented a proposal for updating the symposium camera equipment. The proposal included lighting frames made of 80/20 aluminum that would incorporate a plexi-glass safety shield, 5 job boxes (40"x30"x30") to store lighting frames and camera equipment, and new camera equipment. The board gave Deryl the go-ahead to design and fabricate 14 lighting frames with safety shields. The board discussed the option of leasing camera equipment. Deryl and Cindy will work together to gather bids from leasing companies to bring to the February board meeting. The decision to buy or lease will be made at the February board meeting. AAW's old camera equipment will be shipped to San Jose so it can be used as back-up during the symposium and sold at the end of the symposium.

Budget cont.

Dale Larson asked what AAW's fiscal reserves are. Cindy Bowden will bring the numbers to the February board meeting

Lathe Raffle Rules and Regulations –Cindy Bowden

AAW's lawyer will review the rules and regulations. Cindy will present the lawyer's findings at the February board meeting.

Lifetime Achievement Presentation –Kurt Hertzog

Dale Larson will ask John Jordan who he would like to be introduced by at the 2012 symposium banquet.

EOG and POP Live Auction –Binh Pho

The board discussed adding the option to vote online during the EOG and POP auctions at the 2012 symposium. Dale Larson asked Kurt Hertzog and Deryl Duer to investigate what will be needed technically to implement this. Kurt Hertzog and Cindy Bowden will determine all other details. The URL AAWauctions.org and AAWauctions.com were purchased.

Symposium Exhibitions –Binh Pho

There will be three gallery exhibitions at the 2012 symposium; A Walk in the Woods, Beyond Containment, and the Richard Raffan exhibit. Tib Shaw is in charge of coordinating all three, creating booklets for A Walk in the Woods and Beyond Containment, and a brochure for the Richard Raffan exhibit. The board will plan the 2013 exhibitions at the summer 2012 board meeting.

Conflict of Interest –Dale Larson

Mark Mandell presented the potential conflict of interest: board members selling their work in the symposium instant gallery. The board did not see this as a conflict because in the handbook it states that board members may participate in everything that general members can participate in.

Painted Lathe –Binh Pho

Binh suggested asking Powermatic to custom paint a lathe the winner's color of choice. The board also discussed having all demonstrators sign the lathe and incorporating the 2012 symposium logo on the lathe.

Membership Increase

\$5 will be added to all membership categories, except Patron, Supporting, and Benefactor.

Botho von Hampeln moved to increase the membership fee for each membership category except Patron, supporting, and benefactor by \$5 annually starting April 1, 2012.

Warren Carpenter seconded the motion

Motion carried with Jean LeGwin and Stan Wellborn voting against.

Meeting adjourned at 4:40pm PST

Saturday January 7, 2012

Meeting reconvened at 8:05am PST

Membership

3.5% increase in membership YTD

9% of membership is international

Currently there are 352 chapters

Membership Program Proposal –Kurt Hertzog and Cindy Bowden

AAW has rolled out initiatives to increase AAW membership among local chapter members. These include rewards for chapters that recruit or re-recruit AAW members. Details have been published in the chapter newsletter and online. Initiatives will be included in the April issue of *American Woodturner*, and in the next board letter.

International Program Proposal -Botho von Hampeln

Outside of the United States, Canada is the closest place for AAW membership to grow, especially because Canadians lack national woodturning leadership. Botho proposed writing 24 emails to send out bi-monthly. The contacts would be submitted by individual AAW members. Botho and Cindy Bowden will work together to establish rewards/incentives, address database issues, and write the 24 letters. These will be presented at the March board meeting.

Turners without Borders –Dale Larson

The International Committee has been developed to draw the woodturning community together globally. Cindy has compiled information to help woodturners traveling internationally. The AAW office will continue to collect information to post on the website. Stan Wellborn suggested the option of chapters to adopt other chapters and establish sister chapters overseas. Dale Larson will share this suggestion with Terry Martin. The International Committee will have its first official meeting at the San Jose symposium.

Database Update –Cindy Bowden

The portion of the database that can accommodate monthly renewals has been fixed. In order to collect reports, there need to be three new forms yet completed.

Website Proposal –Stan Wellborn

Stan has identified and sent a Request for Proposal to three firms that he thinks can handle a large member database. The three bids ranged from \$1,900 to \$89,000. Stan reported that the website and database could be completed within six months. The board determined that a technical website specialist is needed in order to define the needs of AAW and establish precise specs for an RFP.

Binh Pho moved to hire a website specialist to produce a specification for creation of a new AAW website.

Tom Wirsing seconded the motion.

Motion carried unanimously

Warren Carpenter will add \$5,000-\$7,000 to the budget for the specialist. The board discussed the hiring structure for this position. Warren Carpenter asked if the website specialist position needs to be bid out. Jean LeGwin stated that it does not. The board decided that bidding is not necessary.

Break

Approval of Nominating Committee –Cassandra Speier

This was moved to the February agenda

Family Description Policy –Dale Larson

Warren Carpenter moved to change the AAW Ethics Policy's definition of family to read as: *Family members include individual's spouse, domestic partner, parents, children, spouse's parents, children's spouses, brothers and sisters, and spouses of brothers and sisters.*

Tom Wirsing seconded the motion

Motion carried unanimously

Signing of Ethics Policy

The board is asked to review the latest ethics policy, sign, and return to Cindy Bowden in the office.

Ad Sales Representative

Dale Larson asked Cindy Bowden if September Hoeler has a contract with AAW. Cindy reported that September does not; she receives 20% of ads that she sells. The board and Cindy discussed September's background. Jean LeGwin and Stan Wellborn expressed their concerns with September and suggested hiring an ad sales agency. The board decided to no longer continue with September and will pay her for the ads she has already sold. Jean will define an RFP for a new ad sales representative or agency and will work on finding the new agency.

Educational Opportunity Grants –Kurt Hertzog

Kurt reported that he expects about 175 applicants for 2012. The board discussed the 50/50 commission between artist and AAW for the EOG live auction. The board decided to stay with the 50% commission. Kurt proposed that the board use the 2011 guidelines for the 2012 grants at \$70,000-\$75,000.

Warren Carpenter moved to allow the EOG to spend \$70,000-\$75,000 for 2012 grants.

Binh Pho seconded the motion

Motion carried unanimously

Safety Committee –Kurt Hertzog

Kurt asked the board to review the safety policy for the symposium. Demonstrators and trade show vendors will be required to follow the safety policy. The safety committee will do two rotations at the 2012 symposium to demonstrate safety best practices.

Symposium Planning –Kurt Hertzog

Kurt requested that any special arrangements for the symposium need to go through the office, and all financial dealings need to be documented. The board decided that all financial requests and budget items need to be made by Kurt and Cindy Bowden.

Canadian Symposium –Kurt Hertzog

AAW will assist Canada in planning a 2014 symposium in the Toronto area. After meaningful discussions, Botho von Hampeln and/or Kurt will meet with the Canadian chapters involved to offer AAW's guidance and assistance.

Insurance Chair –Kurt Hertzog

Two individuals have applied for the position. Cindy Bowden will send those applicants to Kurt for review.

Woodturning Fundamentals –Kurt Hertzog

Kurt reported that the committee has been established, and has met once. The first e-newsletter is in the works, and will be sent in mid January. Currently, over 1000 members have signed up for the program. Betty Scarpino offered room in *American Woodturner* to promote the program.

Woodturning UK Magazine –Kurt Hertzog

Discussion of this program was deferred to the Publications Committee at the last board meeting. Jean reported that this will be a project for the assistant editor under the supervision of Betty Scarpino. Betty will be the contact person for Mark at Woodturning Magazine.

PayPal

Cindy Bowden and Kurt Hertzog suggested setting up PayPal to pay international demonstrators, and potentially all symposium demonstrators. The office will create an informational sheet with details about what demonstrators will need to set up a PayPal account.

Individual Health Insurance Ad in Journal

Due to the limited number of people the insurance was able to cover, the board agreed to drop Stewart Passe's ad in *American Woodturner*.

Dale Bonard's Proposal –Jean LeGwin and Kurt Hertzog

The Publications Committee will set up a policy for local chapters to promote their regional symposium through reduced ad rates and reciprocal ads.

Endowment Report –John Hill

Dale Larson reviewed the Endowment balance. The board will notify John Hill when the available funds are needed by AAW.

Regional Symposium Assignments

The board reviewed upcoming regional symposia for 2012, and it was noted which board members would attend each symposium.

Break

The board met with about 30 San Jose volunteers to assign 2012 symposium responsibilities.

Committee Definitions –Dale Larson

The Contracts Committee was moved to serve under the Board Committee.

The Safety Committee reports under Chapter Best Practices and is defined as: *Identify and communicate best practices as related to safety.*

The POP Committee will now be defined as: *The mission of the Professional Outreach Program is to promote a greater understanding of professionalism within the field of contemporary woodturning.* Dale will update this list and send it to Cindy Bowden.

Budget cont.

Warren Carpenter presented an updated budget and the board reviewed the changes from Friday.

Warren Carpenter moved to approve the budget
Stan Wellborn seconded the motion
Motion carried unanimously

Cindy Bowden reported that the budget for the Saint Paul Symposium will be completed by Friday January 13th, and then will be able to write a check to the Minnesota local chapter for their support.

Cindy Bowden reported that the auditors did inventory on January 6th, and have been asked to have the audit completed by the end of March.

Permanent Collection –Dale Larson

Dale asked the board what AAW can do to make the Permanent Collection Committee more active and successful. Cindy Bowden suggested creating a Museum Committee that would be composed of the Permanent Collection Committee and an Exhibitions Committee. The board discussed how the gallery and permanent collection are necessary to the local outreach needed for 501(c)3 eligibility. It is decided that the Permanent Collection Committee will continue to add one piece to the collection annually, using funds from the POP Committee. The board, POP, and Kevin Wallace will meet at the 2012 symposium to further discuss the mission of the Permanent Collection.

Financial Oversight of POP

Binh Pho will talk with the POP Committee to see if they still need 10% of the annual EOG auction. Dale Larson and Binh will talk with Trent Bosch to define a budget for POP's symposium panel costs.

The meeting adjourned at 4:50pm

Sunday January 8, 2012

Meeting reconvened at 8:05am

501(c)3 –Dale Larson

It should be clear by January 13th if AAW received 501(c)3 status from the IRS. If AAW is granted the 501(c)3, the next step will be a vote of the membership to merge the previous American Association of Woodturners Inc. with the new American Association of Woodturners. The board discussed the voting procedure and campaign plan to get a minimum of 10% of the membership to vote. The vote will begin February 1st and continue for 30 days.

If the IRS does not grant AAW a 501(c)3, the board will meet and discuss their options.

Tom Wirsing asked the board for talking points at the Turnfest symposium in Australia. The board emphasized that every woodturning event brings exposure to the wonders of woodturning.

Kurt Hertzog asked the board for their suggestions of topics to speak on at the Florida Symposium. The board suggested that he promote the merger vote, show a slideshow of member benefits, and get people excited about the San Jose and Tampa Symposia.

Kurt Hertzog asked the office to update the committee emails online, and add a button that reads 'I didn't get my journal' with the email being directed to the office.

Dale Larson stated that he will be the point person for Ellen McVeigh, Esq.

Warren Carpenter re-addressed the issue of buying camera equipment versus leasing it. The board will plan for a video equipment discussion at the February board meeting, with the intention to buy instead of lease equipment.

Future Board Meetings

The next board meeting will be as follows:

Wednesday February 15th at 6pm CST

Tuesday March 13th at 6pm CST

For the June meeting in San Jose, the board will fly in on Monday June 4th; meet Tuesday the 6th, Wednesday the 7th, and Monday the 11th.

New Audit Firm

Cindy Bowden and Barbara Yarnish interviewed six audit firms in Minnesota. The final two have been submitted to Warren Carpenter for review. Cindy and Barbara will hire the new auditors.

Job Skills in the Office

The board discussed what positions they would like in the AAW office. Dale Larson asked Cindy Bowden to give the board continued feedback about what makes the office work.

Kurt Hertzog expressed the need for AAW and the board to continue to keep current with the latest modes of communication. He would like to see AAW host online meetings, use drop boxes, and text during the symposium.

Equipment, Wood, and Youth Room Material Lists

Tom Wirsing and Kurt Hertzog will make a list on JotForm that can be saved as an excel sheet.

Fundraising –Stan Wellborn

Stan Wellborn and Cindy Bowden discussed how the Fundraising Committee can be helpful to the office by identifying potential benefactors, donors, and introducing the office to foundations if there is a connection to be made. A formal fundraising program will be developed later in 2012.

Banquet Topics –Dale Larson

Dale Larson reviewed the banquet schedule:

- Thank volunteers
- Bring Jean LeGwin and Betty Scarpino onstage to thank both
- John Jordan's presentation
- Star Chapter announcement
- Announce winner of the best newsletter and best website
- POP presentation
- Thank Cindy Bowden and AAW staff

Break

FY2012 Priorities for AAW Board and Staff

1. 501c3
2. Symposium
3. Membership

The board discussed how the national office can connect more with local chapters by highlighting the benefits of AAW membership, offering email services, and making quarterly calls to chapter presidents. Cindy Bowden will implement a pilot program within the upcoming year to call chapter presidents annually and measure responses to the calls.

Betty Scarpino would like copies of *American Woodturner* available to hand out at venues like the Center for Art in Wood, various woodturning schools, and Director lead demonstrations. Betty will investigate the cost of this program and see what institutions are interested in receiving copies.

Cindy Bowden explained the intent and structure of the new Woodturning Fundamentals program.

Kurt Hertzog moved to adjourn

Tom Wirsing seconded the motion

Meeting adjourned at 11:15am PST