

AAW Board Meeting

Teleconference

March 13, 2012

Call to Order

Dale Larson called the meeting to order at 6:05 CST. The following Board members were present: Warren Carpenter, Botho von Hampeln, Kurt Hertzog, Dale Larson, Jean LeGwin, Binh Pho, Stan Wellborn, and Tom Wirsing. Also present were: Phil McDonald, Betty Scarpino, Greta Tacke, and Gail Olmsted.

Approval of the Minutes

The February 28th Board minutes were approved as written.

Jean LeGwin moved to amend the November 2, 2011 Board minutes to include Don Latorraca on the Ethics Committee.

Kurt Hertzog seconded the motion.

Motion carried unanimously.

Budget – Warren Carpenter

Warren reviewed the monthly budget report and explained that due to the merging of American Association of Woodturners Inc. and American Association of Woodturners, there will be two separate, official sets of budget numbers for 2012. It is expected that the 2011 Audit for AAW Inc. will be ready for review at the April Board meeting.

Office Update – Phil McDonald

The merger of American Association of Woodturners Inc. and American Association of Woodturners was finalized on February 28, 2012 and the office is completing final details of that merger. Phil plans to focus on developing better collection and reporting methods for AAW data.

Symposium—Phil reported that 2012 symposium registrations are lower than expected, so he decided not to commit the \$8000 which was budgeted for symposium PR in lieu of other, more targeted efforts to reach members with the Symposium message. Kurt and Phil are working with the local chapter organizers on the distribution of flyers in the bay area to advertise the symposium. The local chapters will handle the symposium raffle. We will be able to send raffle tickets for promotion at local chapters. The California chapters have offered to file the necessary paperwork, make tickets, distribute, and deal with all aspects related to the lathe raffle tickets. All proceeds from the lathe raffle will go to the local chapters.

Web Project—Phil reported that the website maintenance relationship with Yellow Llama will be ending soon, and that he is working on arrangement with Sharon Bierman to serve as the intermediary webmaster.

Symposium Report—Gail Olmstead

San Jose—Gail reported that AAW is at 80% capacity for the host hotel and that she is dealing with vendor issues as they arise. She plans to send out an email to all vendors to explain the Labor Agreement requirements at the San Jose Convention Center. Vendors who have had to cancel their commitment to the symposium will not receive their deposit back, but they will be allowed to book Tampa with San Jose pricing as well as receive priority registration.

Tampa—Gail reported that all contracts are complete and signed. There is one overflow hotel option if needed. AAW will need to engage a contract with Complete Conference Coordinators to facilitate further planning.

2014 Symposium—Gail will be traveling to Houston, Phoenix, and Dallas in the next few weeks to tour facilities. She will prepare a matrix of the findings for a site decision to be made at the April Board meeting.

Access to Membership Lists—Kurt Hertzog

Kurt has had requests from commercial companies to gain access to AAW's member contact list. Due to privacy issues, AAW will not provide these lists but will offer to send non-commercial emails on behalf of companies. The details of this arrangement will be dealt with on a case-by-case basis.

Membership Cards and Marketing—Stan Wellborn

Stan suggested developing membership cards and a welcome package to new members. Stan will bring a proposal to the June meeting. Dale asks Stan and Phil to compile a list of ideas to boost AAW membership.

Communications Report— Stan Wellborn

Stan sent a report to the board detailing a strategy for assessing and implementing both immediate and long-term goals for the AAW website. Phil and Stan have interviewed potential consultants to analyze the technical aspects of the project. Once a consultant has been selected, Phil anticipates a report will be available in a few weeks.

Keeble Proposal—Dale Larson

Steve Keeble, Director of Collectors of Wood Art, has offered AAW board and staff memberships to CWA for a total cost of \$500 for all.

Tom Wirsing moved to accept Steve Keeble offer to provide membership to the 9 AAW Board members and staff for \$500.

Botho von Hampeln seconded the motion

Warren asked the board if there could be a potential conflict of interest due to board members receiving something for being a board member. Dale did not see this as a conflict

Motion carried unanimously.

Phil will follow-up with Steve Keeble to arrange the details of CWA membership.

(Action on this motion is on hold until additional questions raised after the meeting are resolved.)

Journal – Jean LeGwin

Jean LeGwin moved to raise the newsstand price of the journal by \$1 starting in June.

Binh Pho seconded the motion

Motion carried unanimously.

Botho suggested measuring the result in the newsstand sales. Phil will track this and report findings to the board.

Next Board Meeting

April 10, 2012, 6 PM CST

Tom Wirsing moved to adjourn

Kurt Hertzog seconded the motion

Meeting adjourned at 7:05 CST.