

AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
Tuesday, June 10, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at the Sheraton Downtown Hotel in Phoenix, Arizona on Tuesday, June 10, 2014 with board President Dale Larson presiding. The following board members were present: Denis Delehanty, Philip Hauser, Kurt Hertzog, Art Liestman, Binh Pho, Rob Wallace, and Lou Williams. Board member Cassandra Speier was absent. Also joining the meeting were Phil McDonald, Betty Scarpino, Joshua Friend, Linda Ferber and Kim Rymer.

APPROVAL OF MINUTES

The minutes of the April 2014 meeting were approved and will be posted to the AAW website.

TREASURER'S REPORT

Finance Committee Report

Philip Hauser asked Phil McDonald to report on the April and May 2014 financial results.

Phil McDonald reported a \$17,300 seasonally-adjusted year-to-date loss at May 31. He indicated the loss was due primarily to low symposium receipts and the distribution of Education Opportunity Grants (EOG) in advance of the EOG auction income. He reported that he anticipates a Phoenix symposium loss of approximately \$71,000 and the year-end forecast based on the best available information at this time would be a loss of \$21,500. He further stressed that with six months remaining in the year we have sufficient opportunity to mitigate a potential loss.

2013 Audited Financial Statements

Philip Hauser reported the independent audit of the 2013 financial statement is complete, with no issues, and that unrestricted net income was a positive \$172,194. He indicated that Phil McDonald had forecasted unrestricted income of approximately \$160,000 early in the year and commended Phil for his financial management.

He mentioned that the audited financial statements classified the Daphne Osolnik endowment as permanently restricted, while the AAW memorial endowment is classified as temporarily restricted. Since both trust agreements have identical language, further research will be required to clarify the discrepancy. This will be done before next year's audit. Similarly, the AAW collection is classified as permanently restricted which is likely not the case, at least for the entire collection. Again, further analysis will be required before the next audit cycle. Philip Hauser will report results to the board as soon as they become available.

Reserves

Philip Hauser shared an updated analysis of reserves for 2010 to 2014. He reported negative reserves for each year with the largest loss in 2012. He further presented two budget planning scenarios carrying out to 2017. This highlighted the planning opportunities available to the board to rebuild the AAW reserves.

Phil McDonald indicated that building back reserves will need to remain the top priority in budget planning for the future.

Financial Management Policies & Procedures

Philip Hauser presented the final draft AAW Financial Management Policies and Procedures revisions.

A motion was made to accept the revised Financial Management Policies and Procedures as written. The motion was approved unanimously.

The updated financial policies and procedures will become part of the board handbook.

Investment Brokerage Accounts

Philip Hauser reported that the Vanguard brokerage account used to buy brokered CDs online does not have the access and flexibility needed for non-endowment accounts.

Philip Hauser moved that the board authorize and empower Phil McDonald and Philip Hauser to open a Fidelity brokerage account to accept donated securities and buy and sell brokered CDs. The motion was approved unanimously.

Executive Director's Report

Journal Printing Contract

Phil McDonald reported that a favorable contract extension with Quad Graphics has been negotiated for printing of the *American Woodturner* journal through June 2017. The new contract would save from \$8,000 to \$10,000 each year over the next three relative to our current base contract. Because the value of the contract exceeds the Executive Director's spending authority, board approval of the contract is required. He also indicated that Sheridan Press would be engaged for smaller contracts that do not need board approval including the symposium handbook and the resource directory.

Denis Delehanty made a motion recommending the board accept the Quad Graphics proposal to print the *American Woodturner* Journal. The motion was seconded by Kurt Hertzog and approved unanimously.

Biennial Resource Directory

Phil McDonald reported that preparation of the 2015 printed resource directory will begin in January 2015. The board discussed the relevancy of the resource directory

as a free member benefit relative to declining demand, and also techniques to reduce the net expense including a \$5 charge to cover shipping and handling. The issue will be revisited in the fall during the budget process.

Digital Edition of the Journal

Phil McDonald explained that an upgraded digital edition of the *American Woodturner* journal has been under consideration since 2012. The current digital version is pdf format and is not interactive beyond basic hyperlinks. Publishing digital editions is a service provided by all large printing companies and the recent RFP used to renegotiate the Journal contract included a request for digital publishing pricing.

He said new spending of \$4,000-\$8,000 would be required to launch a true digital version, and that the price reduction in the new contract with Quad Graphics would accommodate this with no new, net additional expense. However, Phil stated that under the present circumstances with a forecast annual net loss, he would postpone authorizing a decision about a digital version until the present budget year is better resolved.

Endowment Trust

Reappointment of Philip Hauser

Dale Larson reported that Philip Hauser is nearing the end of his three-year term on the Endowment Trust Committee.

Kurt Hertzog made a motion to re-appoint Philip Hauser as a trustee of the Endowment Trust Committee. The motion was seconded by Lou Williams and approved unanimously.

Endowment Trustees Report

The Endowment Trust had previously reported that the release of the \$8,233.10 this year.

Renewal of 2015 Chapter Scholarships

Dale Larson stated that at the January meeting, the board approved renewal of scholarships for Arrowmont School of Arts and Crafts, and John C. Campbell Folk School. He asked the board whether the scholarships should be expanded beyond the two schools. There was discussion about how expanding the involvement may provide more convenient opportunities for members who do not live in proximity to the present schools.

Lou Williams agreed to contact Anderson Ranch Arts Center & Center for Furniture Craftsmanship about scholarships.

Upcoming Board Meeting Dates

August 20 - Teleconference at 6pm CDT

September 17 - Teleconference at 6pm CDT

October 15 - Teleconference at 6pm CDT

November 7, 8, 9 in St. Paul
December 17 - Teleconference at 6pm CST
January 16, 17, 18 in Pittsburgh

Honorary Member Nomination for 2015

Dale Larson asked the board to suggest members who have made significant, positive contributions to AAW to be considered for honorary status in 2015. Board members recommended several individuals to be considered.

Gallery Naming Rights

Dale Larson raised the topic of naming rights for the gallery in Saint Paul, Minnesota. Board members shared several ideas for consideration. The discussion will continue at the August board meeting.

Journal to Video

Joshua Friend presented the board with a proposal for short, branded videos to complement Journal articles, and asked for discussion and feedback. He indicated that the cost of the editing is currently unknown.

Dale Larson suggested the topic be revisited in a discussion of the 2015 budget and that Josh should present cost estimates at that time.

Woodturning Demo at SOFA 2014

Binh Pho explained the Collectors of Wood Art wish to sponsor a woodturning demonstration booth at SOFA but need a cosponsor to help defray costs.

Binh proposed providing up to \$500 to help pay for the electrical cost of the SOFA turning show. Phil McDonald noted that there is sufficient money in the existing marketing account to accommodate this need.

Committee Updates

Insurance

Philip Hauser provided an updated report on the initiative raised during the January meeting to approach other general liability insurance agencies to identify contingencies to the current policy with Philadelphia Insurance Company. After contacting Mercer and supplying it with the relevant information about our organization, Mercer declined to propose a policy. Philip recommended that we include a risk management professional on the Insurance Advisory Committee to help explore new alternatives for managing our risks. He also suggested that we look to our membership to identify someone capable of filling this role, perhaps a retired AAW member. Philip stated that AAW needs to be in the position of demonstrating to a future insurer that we are effectively managing our safety programs and accident prevention policies.

Phil McDonald indicated that more than 200 chapters participated in the AAW group plan general liability program and between 80-100 chapters have acquired insurance on their own. He also mentioned two recent claims for exhibition pieces owned by

members which were possibly damaged while in our possession. He said the deductible is \$2,500 per claim, and that if the claims are denied, AAW will owe \$6,500 to make the artists whole. He expects a decision this week.

Phil stated that we have an indication of the market value of insuring each chapter separately and it would cost about \$150,000. Even with the most affordable plan, not all smaller chapters would be able to cover the cost of individual insurance, which would lead to some attrition.

Woodturning Fundamentals

Denis Delehanty indicated that 98% of members are receiving Woodturning Fundamentals and that only 250 members have chosen to opt-out of the publication. He explained the emerging need for a funding model to compensate authors and contributors and provided an early indication of the need for \$1,000/month beginning in 2015.

The board determined that more discussion needs to take place on the topic and this will be revisited during the 2015 budget planning before a decision can be made.

EOG Grant Selection Criteria

Rob Wallace reviewed the Educational Opportunity Grant program and asked the board for feedback so that a revised plan can be devised.

The board discussed how to put greater emphasis on the educational nature of the EOG grants, how to enable as many different applicants to receive EOG grants as possible, how to create an accountability structure for grantees to report outcomes, and a potential policy that would direct a portion of the EOG funds to AAW education programs (books, videos, etc.) that would deliver benefits to the entire membership.

Revisions to the Educational Opportunity Grant program will be presented at the September board meeting.

Exhibitions

Binh Pho announced that the theme for the 2015 member juried exhibition will be "Merging."

He also reported that the arrangement with Thomas Riley Galleries for the wood art jewelry show at the 2014 symposium will be a test case and indicated that if it is successful, the concept could be opened to the entire AAW membership and treated like other exhibitions in the future.

Publications

Art Liestman revisited the discussion about Journal page count and the timing of when to increase the page count from 72 to 80 pages. The increased page count would cost about \$10,000 annually. Art indicated that the board will need in the future to consider an organizational structure that allows for coordinating all aspects of our publications.

Betty Scarpino reported that John Kelsey is finishing up the third in the “Journals to Books” series and has an interesting new indexing process.

Fundraising

Dale Larson submitted the revised AAW Fundraising Program. Phil McDonald commended Dale Larson for his fundraising efforts and his ability to sell sponsorships of symposium demonstration rooms for a total of \$18,500 (which exceeded the budgeted \$10,000).

He said that in next quarter, AAW will produce an annual report which will recognize donors and include financial results.

The board discussed a shift from a focus of donating artwork to donating money and the process for handling donations of artwork from the base of collectors.

Kurt Hertzog made a motion to accept the AAW Fundraising Program as written to be included in the board handbook. The motion was seconded by Philip Hauser and approved unanimously.

TWB Update

Dale Larson noted the generous support of AAW by IWCS and provided an update on Terry Martin’s trip to China. He said that Terry speaks 5-6 languages and offers potential for international presence of AAW.

2017 Site Search

Phil McDonald reported that the proposal received for a symposium in Kansas City was very attractive, but that we are well-advised by Gail to identify two or more other cities to obtain competitive bids. Phil indicated that he and Gail will map a strategy and will come back to the board with recommendations.

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

Wednesday, June 11, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at the Sheraton Downtown Hotel in Phoenix, Arizona on Wednesday, June 11, 2014 with board President Dale Larson presiding. The following board members were present: Denis Delehanty, Philip Hauser, Kurt Hertzog, Art Liestman, Binh Pho, Rob Wallace, and Lou Williams. Board member Cassandra Speier was absent. Also joining the meeting were J. Paul Fennell, Gail Olmsted, Jason Clark, Ana Lappegard, Dale Gillespie, Phil McDonald, Betty Scarpino, Joshua Friend, Linda Ferber, and Kim Rymer.

Board Nominees

Binh Pho reported that nominees for 2015 board positions are Jeff Brockett, Kathleen Duncan, Ken Evans, Greg Schramek, Ron Browning, and Louis Vadeboncoeur.

Privacy Policy & AAW Assets

Phil McDonald discussed recent inquiries from regional symposium organizers about accessing AAW member lists to use for promotions. Phil reiterated the current privacy policy and stated that AAW's archive of intellectual property and our membership data are our two most important assets. He indicated that we have processes in place to transmit information provided to us by the regional symposiums, but we cannot lose control of our list information.

Symposium

Gail Olmsted shared impressions about final symposium preparations and indicated that moving into the halls a day early was a huge benefit. She mentioned the fire marshal was very involved in preconference meetings, and that safety and clean-up will be critical to prevent various hazards. She said the decorator was efficient and organized, and that 50% of exhibitors responded to the new scheduling plan, which is good.

Phil McDonald indicated that notable changes were made in the exhibitor experience. AAW invested in decorator's capabilities including forklifts and dock labor. He reported the same decorator may travel to the 2015 symposium and that much of what is being implemented this year will be necessary for Pittsburgh because of local work rules. As an example, no one will be allowed to drive onto the show floor in Pittsburgh.

Ana Lappegard said that volunteers are lining up nicely and that there are a few spots left for the Youth Room. They will be bringing in everything for the Tool Room and Youth Room for set up today. Ana indicated the t-shirts are ready to go, Girl Scouts will be coming to stuff packets, and that volunteers will be available to help Tib Shaw with exhibits.

Kurt Hertzog reviewed board assignments: International Demonstrators – Philip Hauser, Exhibitions – Art Liestman, Youth Room – Lou Williams, Instant Gallery & Auctions – Rob Wallace & Sandy Speier, Tool Room – Kurt Hertzog, Video Crew – Binh Pho.

Phil McDonald reported the current symposium registration count: 1,126.

Old Business & New Business

Board

Betty Scarpino indicated that Jim Hackney suggested AAW increase the size of its board and she thought it would be on the agenda.

Safety

Rob Wallace reported that he would like the safety committee to take a more active role and put more information and resources on the website. He said he would like to know about the resources chapters use for safety. Betty Scarpino suggested Rob review all safety articles from Journal. Philip Hauser suggested a requirement for local chapters to have a safety officer to have a positive influence on safety and minimize risks. Rob Wallace questioned how AAW would certify a safety officer.

Chapter Relations Initiative

Phil McDonald reported that the agenda for the annual chapters meeting in Phoenix will cover a thorough review of the CRI recommendations followed by a discussion with chapter officers. He said many of the recommendations advanced by the CRI work group deal with improvements to existing communications and services, and a number of the recommendations are either underway or planned. Phil indicated that the board needs to demonstrate that it listening to the needs of chapters and is committed to ongoing service improvements. The objective is a closer and more uniform support from chapters for AAW's mission and goals.

Lou Williams reported that the board needs to come to a consensus regarding the underpinnings of the relationship between the AAW and chapters including the philosophic principles that make healthy chapter and AAW conversations, expectations and programs and services. For board discussion purposes, he asked, "What do we want from that relationship? What do we expect of the relationship? What should chapters expect of the relationship? What is working with our relationship and what is not working? What are the distinctive roles of chapters and national?"

Phil McDonald indicated that the CRI workgroup generated a lengthy list of improvements to existing communications and services. The number one concern was about communication. He indicated AAW has not packaged or promoted AAW services in a way people find meaningful. As a very rough estimate, out of 20,000 people who are club members, only 35% are AAW members.

Phil summarized the CRI workgroup report and described how the AAW office intends to organize and prioritize the various recommendations.

The board discussed items on the CRI workgroup report including vendor discounts, new communication tools, demonstrator scheduling, 501c3 best practices, and insurance programs check list.

POP Committee Report

J. Paul Fennell provided background about the origin of the POP committee. He indicated that in the past professional woodturners were leaving the organization because the AAW focus was on general membership and there was nothing for them.

He indicated that the original mission of POP was to attract professionals back to AAW by serving their needs and doing professional outreach. POP now issues fellowship grants and merit awards as well. POP has created panel discussions to build professionalism, topics include how to demonstrate effectively, create a website, photographing, critique work, the business of being a woodturner, and other relevant subjects. POP is looking for more topics and plans to have the “process” be part of the exhibitions in Pittsburgh.

Dale Larson suggested having a strategic planning session November 7, 8, 9 in St. Paul.

ADJOURNMENT

A motion was made to adjourn.

The meeting was adjourned at 1:52 p.m. pacific standard time on Wednesday, June 11, 2014.

Respectfully Submitted,

Cassandra Speier, Secretary

AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
Monday, June 16, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at the Sheraton Downtown Hotel in Phoenix, Arizona on Monday, June 16, 2014 with board President Dale Larson presiding. The following board members were present: Denis Delehanty, Philip Hauser, Kurt Hertzog, Art Liestman, Binh Pho, Cassandra Speier, Rob Wallace, and Lou Williams. Also joining the meeting were Jane Charbonneau, Jason Clark, David Dudney, Bob Wilson, Linda Ferber, Josh Friend, Dale Gillespie, Ana Lappegard, Phil McDonald, Gail Olmsted, Kim Rymer, Betty Scarpino and Tib Shaw.

The meeting took place as an interactive discussion about the 2014 symposium. The following is a summary of the topics discussed, as well as the ideas and suggestions proposed for consideration (in alphabetical order by topic area).

App

The group was pleased with the number of attendees who chose to download and use the Guidebook app, and were enthused by the possibilities the app holds for the future. A suggestion was made to include rotation/demonstration evaluations on the app so that attendees can provide feedback while it is top of mind. Other ideas included adding a volunteer section where schedules can be set and changes can be communicated, as well as a password protected area with access to phone numbers for key contacts. Caution was voiced about heavy reliance on the app with respect to non-app attendees.

Auctions

For the live auctions, most of the discussion centered on use of still photos vs. video of auction work for auction not located room where the work is displayed. Several individuals voiced opinions that still photographs are not adequate and suggested that video would be a better option. The group was advised that while the concept of video is good in theory, it may not be feasible due to time and cost. A suggestion was made to consider multiple still photos of each work showing size reference, front, side, and back instead. Additionally, a suggestion was made to repurpose a lecture room for these types of auctions rather than incur additional AV expense.

For POP auction, a suggestion was made to consider adjusting the reserve price to generate more money.

For the silent auction, it was noted that not all of the turners with silent auction pieces wanted their piece selected for the live auction. A suggestion was made to obtain authorization from individuals whose silent auction work has been selected for the live auction.

It was noted that an assistant is needed for silent auction during the awards celebration and dinner.

Board Involvement

The board discussed their roles and involvement in the symposium. A suggestion was made to take more off their plates. Additionally, a board schedule (similar to one used in Tampa) was noted as being quite useful.

Cell Phone Coverage

The group talked about the problems many experienced regarding cell phone reception and coverage. A suggestion was made to make sure that key people have cell phones with adequate reception/coverage ahead of time.

Chapter Collaborative Challenge

A brief discussion took place about the low participation in the Chapter Collaborative Challenge. One opinion was that it is simply the wrong project at the wrong time. The group agreed that an effort to revive chapter participation in the project would take place for 2015. If unsuccessful, the project could potentially be changed or discontinued.

Chapters

The Chapters meeting seemed to be well-attended and well-received. A suggestion was made that future Chapters meetings emphasize “listening” by board members and focus less on offering solutions. Additionally, to maximize connection and messaging to chapter members, the offer of complimentary registration for chapter presidents should be considered for 2015.

Cost

A suggestion was made to consider an increase in symposium registration fees for 2015.

Craft Room

Access to the Craft Room was questioned due to the number of unregistered, looky-loos. A suggestion was made to control entry in the future. Additionally, suggestions were made to consider providing Craft Room demonstrators with pre-paid parking passes and having a craft school like John C. Campbell organize demonstrators for the Craft Room in the future.

Credentials

Dialogue took place about room access, identification, and the fact that the security guards were sometimes uncertain specifically which individuals were allowed access to certain symposium areas. There was speculation that confusion may have stemmed from the variety of ways individuals were identified; volunteers had t-shirts, board members and staff had collared logo shirts, regular attendees had white nametags, youth had yellow nametags, demonstrators had green nametags, companions and the public had either green or blue/white wrist bands, etc. A suggestion was made to consider standardizing credentials. For example, everyone would be required to have a nametag and the color code would signify their access level. A suggestion was also

made to consider name badges for companions (vs. wrist bands) so that they feel more included.

Demonstrators & Demo Rooms

A conversation took place on the topic of demonstrators and their significance to the symposium. A suggestion was made to do more to treat demonstrators as VIPs. Additionally, some 2014 demonstrators were not responsive to the planning committee and/or voiced last minute requests. A suggestion was made to require a timely response from demonstrators with the caveat that they may be replaced with an alternate if they do not respond by a specified date.

On the subject of demonstration rooms, it was noted that more needs to be done to keep looky-loos out of demonstration rooms. Also, a suggestion was made to consider two screens in each demo room to accommodate increased attendance in Pittsburgh.

Food

It was reported that there were a large number of questions from attendees about food. A suggestion was made to consider providing breakfast, lunch, and dinner for a fee. The group was advised that food was available, but not well-signed and a failure on behalf of caterer.

Galleries

A variety of suggestions were proposed on the topic of galleries as follows:

- 1) It is important to have a wall for hanging pieces in the gallery;
- 2) To grow revenues, we should develop an arrangement with artists for AAW to sell gallery work;
- 3) Provide an onsite printer or label-maker to print consistent, readable, attractive tags for people who did not pre-register their work;
- 4) Consider having the Empty Bowls fundraiser outside of the Instant Gallery area and more accessible to the public (and to avoid woodturners who are openly critiquing the work);
- 5) Security for the galleries should be improved.

Marketing

It was mentioned that a tri-fold brochure would be helpful for marketing to the community, vendors, symposium service providers, etc.

Best Practices

A suggestion was made to consider sharing how AAW organizes the symposium as a best practice on the AAW website.

Photography

It was mentioned that Andi Wolfe could benefit from having copies of scripts ahead of time for review, as well as from having better direction (where and when photos need to be taken). A suggestion was made that Andi should start taking photos of key people at the beginning of the symposium.

Presentations

When discussing the opening ceremony and awards ceremony, a pre-arranged, walk-through for every speaker was recommended to double-check everything and make any adjustments. For the opening ceremony, a suggestion was made to consider a guest/keynote speaker to draw people in (perhaps someone from a gallery). Caution about taking time away from vendors was expressed. For the awards ceremony, more continuity and flow in the program were suggested, as well as the inclusion of more photos of POP/EOG artist work and/or more time on each slide to provide them with the visibility they deserve.

Registration

A suggestion to streamline and improve the onsite registration process was noted.

Safety

Inadequate eye protection was a safety concern this year, as well as issues with footwear and safety shields. It was cited that we should provide face shields not splash shields. Vendors did a reasonable job of protecting others, but need to be reminded to take adequate protective measures for themselves. A suggestion to consider addition the presence of a visible safety officer to be the “bad guy” responsible for citing safety issues and infractions was proposed. Additionally, development of an emergency action response plan was recommended, however the group was advised that a response plan exists in the Tool Room and each demo room.

Schedule/Timing

A suggestion was made to have a “priority” move-in schedule (when move-in is a day early) to facilitate efficient move-in.

The tradeshow and the galleries were located adjacent to one another and both were open to the public, however they had different time schedules (which was confusing). A suggestion was made to consider aligning times consistently for the tradeshow and galleries.

A point was made that any time changes need to be communicated more effectively.

A suggestion was made to consider providing instructions for attendee arrival to clarify where and when things happen.

Signage

There was a suggestion to improve the appearance and quality of the signage outside demo rooms. Additionally, it was noted that demonstrator signage should be more prominent than the room sponsor signage. On the flip side, a suggestion was made to provide better room sponsor signs and better recognition for room sponsors. That said, a suggestion was made to consider putting Room Sponsor signs inside the demonstration rooms. Additionally, a suggestion was made to provide door signs on the demo rooms to indicate when the doors unlock (attendees were confused about when they could enter the demo rooms).

Tool Room

The discussion about the Tool Room yielded the following:

- 1) Special requests for equipment/tools were made, however the equipment and tools were never used.
- 2) Remote controls for several cameras went down during the symposium. It was suggested that extra batteries be on hand for everything and that battery replacements should be considered for each rotation.
- 3) A suggestion was made to consider simplifying the Tool Room spreadsheet and to color code parts.
- 4) It was noted that it is important to have all key phone numbers available in the Tool Room.

Topics

Suggestions for additional rotations included adding a session on how to teach youth, which is consistent with AAW's education mission; and to expand Special Interest Night to include a panel discussion because panel discussions are sometimes overlooked during the symposium.

Tradeshow & Vendors

The group discussed that safety standards are set and we need to continue to enforce them so that one vendor does not infringe on another. A suggestion was made to have one place on the AAW website for rules, safety requirements, updates, etc. for tradeshow exhibitors. Aside from safety, one individual stated that it would have been helpful for vendors to receive tax information sooner, however it was noted that vendors received the information multiple times. A suggestion was made to include the tax information when vendor contracts are being finalized. A concern about exhibitors not having time to finish transactions and drape their booth before the doors were locked was noted. A suggestion was made to allow time after the doors are closed, and before the doors are locked, for vendors to wrap up. A suggestion was made that a separate room for vendors to store items should be considered. It was also noted that the jewelry show needs more attention.

Video & Videographers

There was discussion about demonstrators and their diverse set-up requests. A suggestion was made that video specifications be standardized and that demonstrator contracts should set expectations for what they are responsible for bringing such as

adaptors, etc. Additionally, a suggestion was made to consider two screens in each demo room to accommodate increased attendance in Pittsburgh.

Volunteer videographers in Phoenix were reported to be extremely frustrated. A suggestion was made to consider more hands-on training and standardize equipment and set-up, like RCA. It was noted that RCA is considered “specialized” at most venues and that S-Video and VGA is more typical. Additionally, it was noted that Bob Hunt is the single point of contact and may need an assistant. Last, a suggestion was made to consider providing videographers with more than one t-shirt for the three days of the symposium.

Volunteers

To improve the volunteer experience and their effectiveness, a recommendation was made for a key/lead volunteers meeting/training be held on Tuesday afternoon (for credentials, photo, parking passes, what to do, who to call, etc.). Additionally, a suggestion was made to consider providing lunches for volunteers.

Wi-Fi

There were problems in Phoenix with Wi-Fi that slowed, and in some cases prevented, registration, tradeshow credit card processing, etc. It was reported that more attendees and exhibitors expected to have internet access than anticipated. A suggestion was made that connectivity be tested in advance and a back-up plan for Wi-Fi be devised.

Youth Room

It was unclear in Phoenix which youth were registered (with paperwork), which youth still needed to be registered, where the paperwork resided, and who had the paperwork. A suggestion was made to enhance overall clarity of the Youth Room program. Additionally, a suggestion was made to consider dust masks for kids in youth rooms and that dryer sheets may help prevent dust from clinging.

ADJOURNMENT

A motion was made to adjourn.

The meeting was adjourned at 11:33 a.m. pacific standard time on Monday, June 16, 2014.

Respectfully Submitted,

Cassandra Speier, Secretary