

AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
Wednesday, August 20, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via teleconference on Wednesday, August 20, 2014 with the Board of Directors President, Dale Larson, presiding. The following board members participated in the teleconference: Denis Delehanty, Philip Hauser, Kurt Hertzog, Art Liestman, Binh Pho and Rob Wallace. Board members Cassandra Speier and Lou Williams were absent. Also joining the meeting were Phil McDonald, Joshua Friend, Linda Ferber and Kim Rymer.

APPROVAL OF MINUTES

The minutes of the June 2014 meeting were approved with one revision and will be posted to the AAW website.

TREASURER'S REPORT

Finance Committee Report

Philip Hauser reported that the current financial model forecasts a \$10k loss at 2014 year-end. However, Phil McDonald stated he anticipates opportunities to manage operations to produce at least a breakeven result by year-end.

Philip Hauser explained that the seasonal adjustments to the financial reports that have been made to this point in the year are becoming less meaningful, especially once the symposium budget was brought to closure. The Finance Committee will continue to review this in subsequent months.

Endowment Trust

Philip Hauser revisited the issue involving the treatment by past auditors resulting in the classification of the Memorial Endowment Trust fund as "temporarily restricted", which has endured through to the 2013 audited financial statements. He indicated that he intends to submit a resolution for the Board to authorize changing the classification to "permanently restricted" based on research concerning the original donor intent when the trust was established.

Investment Brokerage Accounts

Philip Hauser stated that the board-authorized Fidelity brokerage account was opened as a preliminary measure so we can accept donations of securities and to buy and sell brokered CDs. While the AAW may now accept donated securities, he indicated that the donation of securities may not be a tax benefit for all donors. Philip recommended that all of our fundraising communications encourage donors to consult with their own tax advisers to discuss the specific consequences of a donation of securities to the AAW.

Executive Director's Report

Phoenix Symposium Recap

Phil McDonald reported that the Phoenix symposium registrations and revenues were expectedly low, attendee feedback was largely positive, and any criticisms were highly constructive.

He stated that participation in the Chapter Collaborative Challenge was disappointing and plans to write a letter to chapter presidents requesting feedback about whether to modify, reshape, or eliminate the event.

Phil McDonald reported that by all indications the Phoenix auctions were successful and that overall proceeds were comparable to the Tampa symposium. But he stated that EOG auction unit prices were about 40% higher, likely due to the influence of the remote bidding audience and the higher quality of the contributed art. Dale Larson added that the EOG fund balance has been in steady decline as auction income has not kept pace with the annual grant distributions. He speculated this could be partly due to the 2009 split of auction proceeds with the artists. Kurt Hertzog commented that the intended purpose of the split was to increase the number of works available for auction and suggested the decrease could be, in part, attributed to the economy. The topic of changes to the EOG program will be placed on the agenda for further discussion during the September meeting.

Chapter Planning

Phil McDonald provided the board with an update on implementation of the Chapter Relations (CRI) planning group recommendations. He reported that the central theme for all chapter communications will be to encourage feedback and two-way communication. Monthly, the AAW will provide chapter officers with a bulletin which will include useful, and important information such as upcoming *American Woodturner* journal articles, new website content, and relevant deadlines that chapters may share with chapter members. He also indicated that the CRI requested more best-practices information, enhanced insurance information, and have specifically asked for a technical solution for facilitating demonstrator scheduling. Phil reported that the AAW is actively exploring alternatives for a demonstrator scheduling tool and that he is optimistic a cost-effective solution will be identified.

Pittsburgh Planning

Phil McDonald reported that he, Dale Larson and Gail Olmsted, will be in Pittsburgh during the first week of September to reconfirm the AAW's 2015 symposium-related specifications. 2015 will be the first year that the AAW will receive a proposal to use the same trade show decorator as used in the previous year; the basis of which could provide a helpful level of consistency for vendors. The overall trade show strategy is to continually make the experience as convenient and painless for exhibitors and vendors as possible. Phil reported that he does not currently anticipate any major operational or budget-related problems and that the contracted space is well-suited, the hotel is attached, and facility is expected to meet the AAW's needs.

Rob Wallace asked to review 2015 vendor contracts for adequate and specific personal protection provisions including proper footwear. The preliminary contract will be sent to Rob for review and comments.

Unfinished Business

Honorary Lifetime Member

Dale Larson reported that, during the August board meeting, the board normally has a second discussion about candidates for the Honorary Lifetime Member award. He stated that it has been a tradition since the 1990s to present the award every year and that the award recipient requires board consensus. Dale indicated there are no limits on specifically who may receive the award and that awardee types have varied greatly over the years.

Binh Pho revealed the name of an additional nominee for the Honorary Lifetime Member award and provided a brief summary of reasons for the nomination. Dale Larson asked Binh to send the nomination letter to all board members for review.

Dale Larson read the names of previous nominees and indicated the Honorary Lifetime Member topic will be placed on the September agenda for further discussion.

Fundraising

Dale Larson reported that he and Phil McDonald have been working on the fundraising program and that the President's Letter in the October *American Woodturner* journal will feature a section on the fundraising program. The fall fundraising program will be launched between mid-November and early December.

New Business

Safety Committee

Rob Wallace reported that the Safety Committee plans to discuss best practices for the role of a Chapter Safety Officer in the near future and anticipates launch of a safety program by the end of the year. The committee's discussions will include explanation of the Chapter Safety Officer role, communications lines, a recurrent safety news bulletin and training plans.

Philip Hauser added that a simple, proactive safety program focused on chapter meetings could potentially build confidence with insurers.

Dale Larson indicated that the Safety Program will be placed on the November agenda for further discussion.

Membership Recruitment

In response to a discussion about the potential for new member recruitment through our chapters Denis Delehanty asked Phil McDonald about the AAW's strategy for global membership recruitment, and specifically whether the Turners Without Borders program may be the appropriate channel for advancing membership globally. Phil indicated that efforts focused on our chapters are being given priority while planning to extend our reach beyond our traditional boundaries is underway. While it's preliminary to report on any specific marketing strategies much will need to be accomplished through guerilla tactics, given the limited resources available to us.

Update on SOFA

Binh Pho provided a brief update on the November 2014 SOFA expo in Chicago and indicated that the local chapter, Chicago Woodturners, will provide woodturning demonstrations on behalf of the AAW.

ADJOURNMENT

Dale Larson reported that the next meeting of the board of directors will be held via teleconference on Wednesday, September 17, 2014 at 6:00 p.m. central standard time and requested a motion to adjourn. Kurt Hertzog made a motion to adjourn.

The meeting was adjourned at 6:57 p.m. central standard time on Wednesday, August 20, 2014.

Respectfully Submitted,

Cassandra Speier, Secretary