

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting
Saturday, November 8, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at the AAW office in Saint Paul, Minnesota, at 8:32 a.m. central standard time on Saturday, November 8, 2014, with director Kurt Hertzog presiding.

Board members in attendance were Denis Delehanty, Dale Larson, Art Liestman, Cassandra Speier, Rob Wallace, and Lou Williams. Board members Philip Hauser and Binh Pho participated by teleconference. Jeff Brockett and Louis Vadeboncoeur, newly elected directors of the board who will assume their roles beginning January 1, 2015, were also present. Newly elected director Kathleen Duncan participated by teleconference. AAW personnel in attendance for the meeting were Phil McDonald, Linda Ferber, Josh Friend, and Kim Rymer.

APPROVAL OF MINUTES

Rob Wallace moved to approve the minutes of the October 15, 2014 board meeting. Art Liestman seconded the motion. The minutes were approved unanimously and will be posted on the AAW website.

SERVICE & PROGRAM ENHANCEMENTS

Linda Ferber, Kim Rymer, and Phil McDonald provided an overview of new resources available on the website, which included a member Welcome page with key member benefits and links, a chapter officer's page, and a logos/marketing resources page. Additionally, the new Woodturning Marketspace, which is expected to be launched later in the month, was presented.

TREASURER'S REPORT

Philip Hauser summarized recent activities of the Finance Committee, including reclassification of the AAW Memorial Endowment to permanently restricted, and establishment of an account at Fidelity to be used for donations of securities.

On behalf of the Finance Committee, Philip Hauser moved that the board approve the engagement of the incumbent auditor, Olson Thielen & Co., Ltd., to be contracted to perform the AAW's 2014 audit. The board approved the motion unanimously.

Meeting participants took a ten minute break and the meeting resumed at 9:50 a.m.

FY 2015 BUDGET

Phil McDonald summarized the progress to-date including \$1,533 of adjustments to the October 9th baseline budget which increased the proposed 2015 budget gain to \$88,847. He noted the 2015 baseline budget allows the AAW to maintain all member

programs and services, as well as incorporate new spending in areas of high, strategic priority.

Phil McDonald specified revenues assumptions incorporated into the baseline budget. He noted that projected revenues for 2015 assume no membership dues increase, 1,800 symposium registrations, and a symposium registration fee increase.

On behalf of the Finance Committee, Philip Hauser moved that the board approve an increase of \$50 for 2015 symposium registration fees. The board approved the motion unanimously.

Phil McDonald indicated that there were several new spending proposals not reflected in the baseline budget that if not approved as part of the 2015 budget could be approved by the board at the June 2015 board meeting assuming favorable progress on the budget plan. Each proposal was reviewed individually as follows:

***American Woodturner*:** Phil McDonald proposed a \$10,000 recurring annual expense to develop a digital version of the *American Woodturner* journal. He explained that this initiative has been proposed in each of the previous two years. Offering members a digital edition of the journal is the next logical step, and would offer numerous benefits, including enabling the AAW to collect more data, push content, offer new assets to advertisers, and utilize click-through technology with hot links to additional content. Additionally, Josh proposed a \$5,000 annual recurring expense to develop video content to complement *American Woodturner* print articles. He noted that offering video-included articles to complement some journal articles would be a value-added delivery option that could potentially help attract and retain members.

Art Liestman moved that the board add a \$10,000 recurring annual expense to the 2015 budget proposal to develop a digital version of the *American Woodturner* journal. Rob Wallace seconded the motion and the expense proposal was unanimously approved.

Art Liestman moved that the board add a \$5,000 annual recurring expense to the 2015 budget proposal to develop video content to complement *American Woodturner* print articles. Rob Wallace seconded the motion and the expense proposal was unanimously approved.

Woodturning FUNdamentals: Denis Delehanty reported that member contributions to Woodturning FUNdamentals are increasing with each issue and that author remuneration may be needed going forward to encourage quality content flow. He stated that a request for funds would be deferred and would be reevaluated later in 2015.

Giles Gilson Video: Dale Larson indicated that video footage has already been shot for a video featuring Giles Gilson. The video was approved by the board several years ago. An additional \$4,500 is needed to edit the footage and finish the project. The POP committee chair has proposed using \$2,000 of restricted POP funds toward the project. The remaining \$2,500 would need to come from the AAW's general fund.

Art Liestman moved that the board add a \$4,500 one-time expense to the proposed 2015 budget to finish production of the Giles Gilson video. Dale Larson seconded the motion and the expense proposal was unanimously approved.

SOFA 2015: Phil McDonald recommended that the AAW repeat its biennial attendance at SOFA as part of its mission to establish lathe-turned work as a major element in the art and craft world, and to support AAW members who are part of the SOFA show.

Art Liestman moved that the board add an \$8,000 one-time expense to the 2015 budget proposal to allow the AAW to participate in the 2015 SOFA fair. Cassandra Speirer seconded the motion and the expense proposal was unanimously approved.

Participants broke for lunch at 11:50 a.m. and the meeting resumed at 12:30 p.m.

MEMBERSHIP REPORT

Phil McDonald reported that October membership acquisitions exceeded the target and that early indications are that November acquisitions are on pace with the target.

Additionally, he explained that, based on the enhanced reports from the new association management system launched in March 2014, the cumulative average monthly member retention is approximately 60%. Phil noted that about 50% of membership has been engaged with the AAW for between seven and 29 years, and that it is important to replenish retention loss in this group with new members to maintain and grow membership levels.

The board discussed potential reasons for membership drop-off and how to best obtain reliable member feedback, as well as the importance of identifying trends.

Denis Delehanty agreed to discuss methods for tracking trends with Louis Vadeboncouer and volunteered to make phone calls to lapsed members to obtain reasons for non-renewal.

SYMPOSIUM UPDATES

2015 Pittsburgh Symposium Update

Kurt Hertzog reported that all invited demonstrators have been selected, except for one. Kurt is aggressively following up with this individual. He indicated that he has received sufficient applications for all other demonstrator opportunities and standby substitutions.

Phil McDonald provided the following updates for the Pittsburgh symposium:

- More safety shields and more cameras will be required due to a projected increase in attendance.
- Tib Shaw will curate a show of turned art by women entitled, "Her Turn" at the Society of Contemporary Craft's downtown Pittsburgh satellite gallery.

- Stan Wellborn has a high-level editorial contact in Pittsburgh that will be helpful in placing news stories.
- A digital brochure/catalog will be produced for the auctions and include information about the auction causes, artist bios, and other public relations messages.
- The AAW will offer a non-member registration for the symposium, which will be priced higher than member registration.
- David Dudney is visiting other local woodturning clubs to promote symposium volunteer opportunities.

2016 Atlanta Symposium Update

Kurt Hertzog read the list of proposed demonstrators for the 2016 symposium and moved that the board approve the list. Rob Wallace seconded the motion and the proposed list of demonstrators for the 2016 symposium was unanimously approved.

2017 Symposium Update

Phil McDonald reported that he will travel to Kansas City and Portland, both of which are being considered as potential sites for the 2017 symposium.

COMMITTEE UPDATES

Bylaws & Policy Committee

Denis Delehanty reported that the committee has assembled materials on the 501(c)(3) nonprofit designation process. He asked board members to review the documents and provide comments.

Fundraising Committee

Phil McDonald presented a draft of a fundraising brochure which is under development. The brochure and an appeal letter will be sent to approximately 150 people in about two weeks.

Dale Larson indicated that he has a list of about 75 potential donors that he will personally contact, including collectors. Additionally, he has secured two business sponsors for the Pittsburgh symposium and would like to get more.

Kurt Hertzog noted that since Dale Larson will leave the board in January after completing his term as board president, a new Fundraising Committee Chair needs to be selected.

OTHER UPDATES

Policy on Secondary Artwork in Instant Gallery

Dale Larson reported that the board developed a policy a couple of years ago to sell space in the Instant Gallery to for-profit businesses if space is available. During the 2014 symposium, the board received complaints about individuals placing secondary market work by others in the Instant Gallery.

Dale Larson moved that the board approve a revised policy as follows:

Items placed in the Instant Gallery must be made by the artist attendee or in collaboration with other artists. Secondary market items not made by the attendee will not be allowed in the Instant Gallery. Attendees wishing to sell secondary market items may purchase a booth. This booth may be in the Instant Gallery area, if space allows, or in the vendor area. The final determination will be made by the Executive Director.

Rob Wallace seconded the motion and the revised policy was approved.

Meeting participants took a fifteen minute break and the meeting resumed at 2:35 p.m.

EOG Policy Revisions Discussion

Rob Wallace presented a revised draft of the EOG policy, which reflected the AAW attorney response to administration and operation of the EOG grant program, the original intent of the program, and compliance with 501c3 nonprofit funding rules. The board discussed the draft and recommended changes. The policy will be further edited to reflect the board's recommendations. A new, amended draft will be presented at the December board meeting.

Safety Practices Update

Rob Wallace reported that safety rules and requirements, for all demonstrations both in rotations and in the vendor area, are included in both vendor and demonstrator contracts and include use of PPE, proper clothing and footwear, eye protection, and necessary safety "chip" shields. He indicated that the resource book, Safety for Woodturners, is a good first step in AAW's commitment to promoting education of woodturning safety.

The board discussed the AAW's role in woodturning safety matters and determined that it should continue to emphasize safety education and mitigate risk.

Annual Insurance Policy Review

Phil McDonald reported that the AAW will continue to offer chapters two general liability insurance options, the “group” plan and the “private” policy. He indicated that there is a third option in development for Canadian chapters through the Society of Canadian Woodworkers. Phil noted that chapter relationships based on insurance coverage continues to be a critical issue. He reiterated the AAW will have a difficult time seeking other insurance options in the event that our current policy was no longer available to us.

Phil McDonald stated there were two property claims in 2014 for member artwork damaged while in the AAW’s possession.

UPCOMING BOARD MEETINGS

Upcoming board meetings were scheduled as follows:

- December 17, 2014 – Teleconference 7:00 p.m. EST/6:00 p.m. CST
- January 23-25, 2015 – On site in Pittsburgh
- February 18, 2015 – Teleconference 7:00 p.m. EST/6:00 p.m. CST
- March 18, 2015 – Teleconference 7:00 p.m. EST/6:00 p.m. CST
- April 22, 2105 – Teleconference 7:00 p.m. EST/6:00 p.m. CST
- May 20, 2015 – Teleconference 7:00 p.m. EST/6:00 p.m. CST

It was noted that the November 2015 meeting should be scheduled so that it does not conflict with SOFA.

ADJOURNMENT

Rob Wallace moved that the board adjourn for the day. Lou Williams seconded the motion and the board unanimously adjourned the meeting at 3:42 p.m. central standard time.

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting
Sunday, November 9, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at the AAW office in Saint Paul, Minnesota, at 8:35 a.m. central standard time on Sunday, November 9, 2014, with director Kurt Hertzog presiding.

Board members in attendance were Denis Delehanty, Dale Larson, Art Liestman, Cassandra Speier, Rob Wallace, and Lou Williams. Board members Philip Hauser and Binh Pho participated by teleconference. Jeff Brockett and Louis Vadeboncoeur, newly elected directors of the board who will assume their roles beginning January 1, 2015, were also present. Newly elected director Kathleen Duncan participated by teleconference. AAW personnel in attendance for the meeting were Phil McDonald, Linda Ferber, Josh Friend, and Kim Rymer.

BOARD POLICY HANDBOOK REVISIONS

Phil McDonald indicated that the Board Policy Handbook will undergo the next revision by the Spring of 2015. The AAW office will coordinate the revision process. In particular, a number of the Board Committee Statements need to be updated with a mission statement and the primary function of each committee. Additionally, the symposium section of the handbook is significantly out of date.

NEW BUSINESS

2015 Officers

On behalf of the Nominating Committee, Binh Pho presented the slate of officer nominees for 2015 and moved that the board approve them as follows:

President – Kurt Hertzog
Vice President – Art Liestman
Secretary – Rob Wallace
Treasurer – Philip Hauser

There were no additional nominations and the board unanimously approved 2015 officers.

Board of Advisors for 2015

Kurt Hertzog presented the following proposed advisors for 2015: John Hill, Al Hockenbery, Dale Larson, Jean LeGwin, Binh Pho, Cassandra Speier, David Wahl, and Stan Wellborn. He noted that current advisors, Tom Wirsing and Botho von Hampeln, will step down in 2015.

Cassandra Speier moved that the board accept the proposed advisors. Rob Wallace seconded the motion and the proposed advisors were accepted unanimously.

Nominating Committee Chair for 2015

On behalf of the nominating committee, Binh Pho proposed Jeff Brockett as Nominating Committee Chair for 2015.

Rob Wallace moved to close nominations and vote to accept Jeff Brockett as the 2015 Nominating Committee Chair. Kurt Hertzog seconded the motion and the board unanimously voted to elect Jeff Brockett as the 2015 Nominating Committee Chair.

Committee Chairs for 2015

Kurt Hertzog read the following list of appointed committee chairs for 2015 (with the exception of Finance Committee):

Best Practices – Denis Delehanty

*Bylaws and Policy – Denis Delehanty

Chapters and Membership – Louis Vadeboncoeur

Communications – Kathleen Duncan

*Contracts – Jeff Brockett

Educational Opportunity Grants – Rob Wallace

Endowment Trust – John Hill

Exhibitions – Art Liestman

*Ethics: Board Liaison – Art Liestman

*Executive:

President – Kurt Hertzog

Vice President – Art Liestman

Secretary – Rob Wallace

Treasurer – Philip Hauser

*Finance - Phillip Hauser (per the AAW bylaws)

Fundraising - Chair – Open

Insurance Advisory – Philip Hauser

*Nominating Chair – Jeff Brockett

Parliamentarian – Rob Wallace

Permanent Collection – Kevin Wallace

Professional Outreach Program (POP) – Board Liaison Art Liestman

Publications – Art Liestman

Safety - Rob Wallace

Symposium – Jeff Brockett

Demonstrator Selection – Jeff Brockett

National Liaison – John Ellis

Videographers – currently open

Turners Without Borders – Louis Vadeboncoeur

Youth Program – Joe Ruminski, Larry Miller, Almeta Robertson

Videos – Open

Woodturning FUNDamentals - Denis Delehanty

*Denotes board committees vs. general organization committee

Kurt Hertzog encouraged committee chairs to use email, communicate issues, use time outside of board meetings for discussions, and bring forward recommendations at board meetings.

Dale Larson noted that any communications to the full board should also be sent to Josh Friend.

Rob Wallace moved to adjourn the board meeting. Cassandra Speier seconded the motion and the meeting was unanimously adjourned at 9:05 a.m. central standard time on Sunday, November 9, 2014.

Respectfully submitted,

Cassandra Speier
Secretary