

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

Wednesday, December 17, 2014

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened by teleconference at 6:00 p.m. central standard time on Wednesday, December 17, 2014, with director Kurt Hertzog presiding.

Board members participating in the teleconference were Denis Delehanty, Philip Hauser, Dale Larson, Art Liestman, Binh Pho, Cassandra Speier, Rob Wallace, and Lou Williams. Also participating in the teleconference were Jeff Brockett, Kathleen Duncan, and Louis Vadeboncoeur, who are newly elected directors of the board who will assume their roles beginning January 1, 2015, and AAW personnel, Phil McDonald, Linda Ferber, Kim Rymer, contract editor, Joshua Friend.

APPROVAL OF MINUTES

Denis Delehanty moved to approve the minutes of the November 8-9, 2014, board meetings. Rob Wallace seconded the motion. The minutes were approved unanimously and will be posted on the AAW website.

TREASURER'S REPORT

Philip Hauser reported that the projected year-end loss decreased by approximately \$3k from October to November, and that contributions from fundraising activities were higher than projected.

On behalf of the Finance Committee, Phil Hauser recommended that the board vote to approve the 2015 budget (revenues of \$1,987,319, expenses of \$1,883,153, and net income of \$104,166). A board vote took place and the 2015 budget was unanimously approved as presented.

EXECUTIVE DIRECTOR REPORT

2016 Symposium

Phil McDonald reported on activities relating to site selection for the 2016 symposium. Primary emphasis will be on Kansas City due to overall affordability. Phil reported that Kansas City appears to be a viable site that can meet AAW's desired income potential. He indicated that there were deficiencies in the hotel's preliminary contract draft as it represented significantly more financial risk than was acceptable. Phil will engage the Contracts Committee review process immediately upon obtaining a more acceptable contract draft. The hotel requires that an agreement must be finalized by December 30, 2014.

Phil recommended that the board approve Kansas City as the site for the 2016 symposium conditionally based on satisfactory hotel contract resolution. Dale Larson moved to approve Kansas City as the site for the 2016 symposium conditionally based on satisfactory hotel contract resolution. Rob Wallace seconded the motion. Kansas City was unanimously selected as the site for the 2016 symposium conditionally based on satisfactory hotel contract resolution.

OTHER UPDATES

Nominating Committee

On behalf of the nominating committee, Jeff Brockett recommended the board approve the 2015 Nominating Committee consisting of Jeff Brockett, Dale Larson, and Betty Scarpino. A board vote took place and the 2015 Nominating Committee was unanimously approved as proposed.

Survey of Non-Renewing Members

Louis Vadeboncoeur reported that Denis Delehanty and he performed a telephone survey of non-renewing members to explore reasons they chose not to renew their AAW membership. He summarized the survey and results as follows:

- 60 former members were surveyed out of 1,200 former members. This sample size will yield valid results with a confidence level of plus/minus 10%.
- AAW has an opportunity to recover about 52% of the former members.
 - 50% of these had changed their email address or otherwise indicated they had not received a reminder to renew.
 - 25% of these indicated that they see the AW journal as the only benefit of membership and that the AW journal does not meet their needs.

Louis suggested that the AAW reach out to and engage, with more telephone contact, those members who have not renewed and/or have bad email addresses.

Turners Without Borders(TWB)

Louis Vadeboncoeur summarized the ongoing activities of Turners Without Borders program as follows:

- **Puerto Rico:** The objectives of TWB endeavors in Puerto Rico are capacity, sustainability, and attracting more turners. Louis indicated that the recent conference in Puerto Rico was better than expected and that the trainers did a superb job. He credits Carmen De La Paz for the seminar's success.
- **South America:** Louis reported that TWB does not currently see a huge demand for woodturning in South America. TWB believes the best way to advance woodturning is by "training the trainer" and forming partnerships with schools that do woodworking. TWB activities are in infancy and will be evolving.

Fundraising Report

Phil McDonald reported that AAW has received \$18,000 to date since mid-November. Contributions have ranged from \$10 to \$3,500. He credits Dale Larson with much of the fundraising success because of his personal phone calls.

ADJOURNMENT

Rob Wallace moved that the board adjourn its meeting. Lou Williams seconded the motion and the board unanimously adjourned the meeting at 7:07 p.m. central standard time.

Respectfully submitted,

Cassandra Speier
Secretary