

AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
Wednesday, March 18, 2015

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened via teleconference at 6:00 pm Central Daylight Time on Wednesday, March 18, 2015, with president Kurt Hertzog presiding.

Board members participating in the teleconference were Jeff Brockett, Greg Schramek, Louis Vadeboncoeur, and Rob Wallace. Staff members participating were Linda Ferber, Josh Friend, Phil McDonald, and Kim Rymer. The following board members were absent: Denis Delehanty, Kathleen Duncan, Art Liestman, and Lou Williams.

APPROVAL OF MINUTES

The minutes of the board meeting of February 23, 2015 were unanimously accepted as published.

TREASURER'S REPORT

Greg Schramek summarized the February financial reports and noted that year-to-date income was \$126,000 (\$35,000 favorable to budget) and cash on hand was \$525,000. He noted that revenues were up over 25% compared to the same period last year and that symposium registration numbers are on track. Membership revenue was strong and acquisitions exceeded the goal. Greg briefed the board on February budget variances and indicated that the financials are on target.

Phil McDonald remarked that February variances are not expected to impact year-end forecasts. However, anticipated lower fee income associated with the Resource Directory will be reflected in March impacting the year-end forecast.

EXECUTIVE DIRECTOR REPORT

Membership Report

Phil McDonald reported that membership acquisitions for the first two months of 2015 were above target. March membership acquisitions are not expected to reach the 1,200 goal, however net membership acquisitions are expected to continue above plan. Phil explained that membership acquisitions were historically high for February 2015 and that the trend line indicates growth.

Greg Schramek recommended that future Membership Data Tables provided with the Executive Director Report be increased in size for easy reading.

2015 Symposium

Registration ~ Phil McDonald reported that a total of 563 symposium registrations have been received to date, which compares favorably with 300 registrations for the same period last year. He noted that the registration rate declined in early March, however he expects the five-page spread in the upcoming *AW* journal to encourage registrations. Phil stated that demand for the symposium Saturday evening dinner/banquet continues to show declines experienced in recent years.

Hotels ~ Phil stated that the Westin Convention Center (host hotel) filled quickly and that the Omni William Penn hotel is about 84% full. Arrangements are being made for two additional overflow hotels. A contract with the third hotel, Marriott City Center, will be signed soon. A commitment with a fourth hotel, Hilton Doubletree, will be deferred as long as possible to avoid the financial risk of locking in too many rooms.

Canadian Exchange Rate ~ In a recent conference call, the Finance Committee discussed the rising value of the American dollar and its effect on Canadian members choosing to attend the 2015 symposium. The committee contemplated whether relief should be offered to Canadian members to encourage symposium attendance. The committee agreed that data was needed for insight and that the discussion would be brought to the full board. Phil McDonald reported that past data gathered was inconclusive. Additionally, staff members have not noted concerns about exchange rate issues among Canadian members. It was noted that exchange-rate related adjustments for Canadian members would set a precedent for non-U.S. pricing of future symposiums.

Digital Journal

Phil McDonald reported that the AAW has accepted a contract for a digital version of the *American Woodturner* from Quad Graphics. The process is expected to be particularly efficient because Quad Graphics is already engaged in production of the print version of the journal. Phil stated that the April 2015 issue will be digitized (desktop and custom branded app formats) and distributed to a small test group. The AAW will formally launch the digital journal to all members in June 2015.

Resource Directory

Phil McDonald indicated that a printed copy of the Resource Directory was expected to be distributed in April to about 5,000 members generating approximately \$16,000 of income from advertisers. However, only 800 (5%) members elected to receive it for the \$5 shipping and handling fee. Phil presented the board several scenarios to ameliorate the issue. He noted that only two were viable options: 1) cancel the project, or 2) proceed as planned and broaden the distribution beyond the 800 who were paid \$5. He recommended that printing 5,000 copies of the Resource Directory would enable the AAW to capture goodwill. Plans for distribution of the excess copies will be determined.

COMMITTEE REPORTS

Symposium Committee

Jeff Brockett reported that all symposium plans are on track. He verified, and has in writing, that there will be no labor issues resulting from our videographers' use of tripods.

NICHEE AWARD

Josh Friend informed the board that the *American Woodturner* journal is a top-two finalist for the Nichee Award in the Best Consumer Niche Magazine category. He will attend the Niche Conference ceremony, April 1, in Denver, where the winner of the award will be announced. Josh indicated that entering competitions adds credibility and provides outside recognition. Having the journal classified as an award-winning publication can benefit the AAW by creating buzz, building interest, and, ultimately, increased membership.

SERVICES, PUBLICATION & POSITIONING PROJECT

Phil McDonald reported that the Services, Publication & Positioning project team will soon begin issuing summary briefs of their initial findings about how well AAW services meet the needs of members. This will be followed by an outline and comprehensive organizational plan.

UNFINISHED BUSINESS

None

NEW BUSINESS

Kurt Hertzog reminded the board of following upcoming teleconference dates:

- Wednesday, April 22nd at 6:00 p.m. CDT
- Wednesday, May 20th at 6:00 p.m. CDT

He asked board members to contact him if they are not able to participate.

ADJOURNMENT

Rob Wallace made a motion to adjourn. Jeff Brockett provided a second, and the meeting was adjourned at 6:50 p.m. Central Daylight Time on Wednesday, March 18, 2015.

Respectfully submitted,

Rob Wallace
Secretary