

**American Association of
Woodturners Board of Directors
Meeting
Tuesday, June 23, 2015**

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at 8:34 a.m., eastern standard time, on Tuesday, June 23, 2015, at the Westin Convention Center Hotel, Pittsburgh, Pennsylvania, with President Kurt Hertzog presiding.

Board members present were Jeff Brockett, Denis Delehanty, Kathleen Duncan, Art Liestman, Greg Schramek, Louis Vadeboncoeur, Rob Wallace, and Lou Williams. Staff participating were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

APPROVAL OF MINUTES

The minutes of the May 20, 2015, board meeting were unanimously accepted as presented.

TREASURER'S REPORT

May Financial Report

Greg Schramek summarized the May financial statements. Year to date unadjusted income was \$450k, which is \$250k favorable to budget, and "Cash on Hand" was \$685k.

Updated Pittsburgh Financial Projections

Greg Schramek noted that symposium registrations as of June 22 totaled 1,370. The current estimate is 1,450 symposium registrations, which is 350 under the financial forecast of 1,800. At attendance of 1,450, the symposium is expected to garner a \$44k profit, which is \$78k lower than the forecast gain of \$121k based on 1,800 attendees.

2014 Audited Financial Statements Review

Greg Schramek explained that the preliminary audit looks good and is without issues.

Phil McDonald noted that the audit results illustrate that the systems in place are effective. He explained that assessment of data from the improved membership system may indicate that AAW is at a plateau and is not seeing anticipated increases in membership.

Greg Schramek remarked that AAW needs to spend less or realize exceptional Atlanta symposium revenues to match these results. He stated that getting all symposium attendees actively engaged will encourage them to attend future symposiums.

Phil McDonald indicated that the plan to accelerate the restoration of our unrestricted reserves through increased symposium attendance may be called into question due to the experience with Pittsburgh attendance, since the trend appears to be shifting and the symposium model needs to be reviewed.

EXECUTIVE DIRECTOR REPORT

Membership Marketing Initiatives

Phil McDonald reported that membership marketing initiatives are helping AAW tread water, but that AAW needs to broaden its horizons and get the brand out more. He noted that AAW is working on establishing affinity marketing relationships with a number of major companies. We are testing one such relationship with one retailer, and are developing an affinity model that can be modified to be used with others.

Kurt Hertzog noted that there are plenty of AAW people at the regional symposiums and they should be used to get the brand out beyond the AAW booth.

Phil mentioned the possibility of incorporating a branding relationship with The Woodworkers Show, which has seen improved performance over the past couple of years. Discussions are underway with the owners of the show.

AAW will have a booth presence at the Association of Woodworking & Furnishings Suppliers (AWFS) trade show in Las Vegas in July. Expenses were budgeted and will run about \$6k, however this is being leveraged against nearly \$35k in benefits provided to AAW by the AWFS.

Woodturning Design Follow-Up

Phil McDonald indicated he has not received any updated information about the Woodturning Design (WD) subscription lists. Phil explained he has received a quote from the printer about adding six issues that resemble WD and could be delivered in other languages. He noted that planning should complement AAW's print publication model.

Louis Vadeboncoeur asked whether there may be access to past issues of WD. The available information tells us that there are no intellectual properties among the parent company's assets to be liquidated.

Kurt Hertzog indicated there is no arrangement for access to past issues, but he personally has copies which could be scanned (there are 50 issues total). He noted that WD article copyrights were for a onetime/first distribution use, and after that, the rights revert to the author. Therefore, all rights would need to be repurchased from the authors before use.

Archival Video Footage Proposal

Phil McDonald reported on the proposal from Bernard Blaine to sell the AAW his inventory of video interviews with renowned woodturners. While the proposed acquisition cost is not high, AAW is not in the position to undertake the larger investment that would be necessary to operationalize the videos. There is also uncertainty about any business model to support the investment.

Services and Publications Committee Initiative (aka CAP Project)

Phil McDonald explained the Services and Publications Committee initiative is an enduring effort which will help to identify critical needs among our constituents and gaps in our current services and publications. The outcomes will be the basis for thinking beyond our traditional model and repositioning AAW for the future. Phil noted that the planning committee members include himself, Louis Vadeboncoeur, Josh Friend, Denis Delehanty, and Tib Shaw.

Louis Vadeboncoeur reported that the planning group is pinpointing user segments and needs, as well as validating the information and comparing it to AAW's offerings to identify gaps. The committee will then identify strategies to close gaps, isolate priority items, and present the findings and recommendations. Louis noted that the committee will examine the needs of beginner, intermediate, and experienced turners. He will be presenting this to the chapters and with international demonstrators in Pittsburgh for a discussion about how they can contribute.

Denis Delehanty reported that, from the EOG applications, he has identified approximately 100 STEM teachers and arts and crafts schools to pull from for his focus groups. He will aggregate the responses and prioritize results.

Josh Friend noted that he is contacting demonstrators. The results could change AAW's direction; who we are vs. who we should be.

Tib Shaw is surveying contacts at galleries, museums, collectors, professional artists and others. Most are looking for conservation and appraisals. One consideration will be how does this all relate to the AAW mission? She noted that most of the world views "woodturning" as "woodworking" and suggests collaborations with woodworking groups to expand AAW's reach.

POP Remuneration

Phil McDonald reported on discussions that have ensued within POP subsequent to the March 11 email from a POP member describing several issues which point to underlying systematic problems and potential conflict of interests within the POP committee. Phil noted that J. Paul Fennell has been the POP chair for two years and has plans to resign after the symposium. David Ellsworth has been a liaison to POP and may have a role, at least interim, in filling Paul's role as committee chair. David has been briefed about the issues.

Journals to Books

Phil McDonald explained that Journals to Books is the workbook series from repurposed journal articles, which was launched in May 2013. The 2014 arrangement with Spring House Press adds sales channels and extends AAW's reach. The approximate ROI for development costs should be about three years. There are also tangential benefits to the Journals to Books series, such as using digital downloads of the Safety for Woodturners and Sharpening Woodturning Tools books as membership renewal incentives.

Chapter Scholarships for 2016

Phil McDonald reported that the endowment distribution for 2015 will be approximately \$8k to be used for general education. For the past two years, these funds have been distributed for AAW members through chapters to attend Arrowmont School of Arts and Crafts and John C. Campbell Folk School. Despite increased promotion in 2014, chapter nominations for these scholarships declined slightly. One limitation of the present program is that without also covering the expense of travel and lodging, the scholarships alone may not provide enough value. One suggestion is to expand the number of participating schools to serve broader geographic areas. Phil asked the board for feedback about how AAW can best leverage the scholarships.

EDITOR'S REPORT

Improvements to the Journal Index

Josh Friend explained that the journal index is an important product, but parts are missing. A professional indexer, Denise Carlson, has been hired to improve consistency, reliability, and search accuracy of the index.

Video-Included Articles

Josh reported that video-included articles continue to be offered. AAW member, Dave Mueller, has volunteered to do video editing. We will work with Dave to determine the extent of his service.

Awards

Josh indicated that Albarella Design is a good partner in maintaining a competition mindset. Plans are underway to enter the Minnesota Magazine & Publishing Association's Excellence Awards in a number of categories.

Lou Williams suggested that awards competitions sponsored by PRSA (Public Relations Society of America) and IABC (International Association of Business Communicators) should also be explored.

Josh reported that he has a healthy backlog of material for the journal and there has not been a significant uptick in submissions since the demise of Woodturning Design.

2016 HONORARY MEMBER DISCUSSION

Kurt Hertzog requested additional nominations for 2016 Honorary Members and noted that nominees should have ongoing, notable contributions to the field. He indicated that selecting an honorary member every year is not an obligation.

Rob Wallace suggested a one-page nomination summary of nominee contributions be used in the future.

Phil McDonald noted that all nominees must also be non-board members for a minimum of three years. He will send board members the policy with the complete requirements.

The names of three nominees were cited.

Phil indicated that the topic will remain on the board agenda.

COMMITTEE UPDATES

Exhibitions Committee

Art Liestman noted that the AAW's annual exhibitions have posed limitations on entries due to specific focuses or themes. For 2016, the theme will be, "Turning 30," which will be essentially a "free for all."

Nominating Committee

Jeff Brockett stated that voting for the board begins on August 1st. There are six nominees which will be introduced at the symposium. Each nominee submits a 300 word statement about themselves and will answer standardized questions, which will give members a better profile of each candidate, their qualifications, and priorities. A short profile will be listed in the AW journal for each candidate and readers will be referred to the website for more details.

Selection Committee

Jeff Brockett reported that the list of invited demonstrators has been finalized for the 2016 symposium in Atlanta. A call for selected demonstrator applications was published in the April issue of the AW journal. The application process will be open from June 1 to October 15, 2015.

Jeff suggested, for the 2017 symposium in Kansas City, that the call for applications be open from May 1 to September 30, 2016, so that the decision can be made earlier and presented at the November board meeting.

Fundraising Committee

Denis Delehanty explained that major donors plan gifts in November and December, and that it is important that we personally thank them for their gifts. He suggested that if each board member takes a few names to call each month, the thank you process will go faster.

He cited the October 2013 development assessment from Jim Hackney of Alexander Haas, noting that areas of opportunity are: increase the size of the board, have a director manage the fundraising process, and obtain software to track both donors and interests.

Kurt Hertzog stated that Denis has stepped in to help with the fundraising process, but is not leading it. Denis will track contact activities so that board members do not all interact the same donors.

Phil McDonald distributed samples of a donation envelope which will be included in symposium registration packets.

ADJOURNMENT

Denis Delehanty made a motion to adjourn. Rob Wallace provided a second, and the meeting was adjourned at 2:49 p.m., eastern standard time, on Tuesday, June 23, 2015.

Respectfully submitted,

Rob Wallace
Secretary

**American Association of
Woodturners Board of Directors
Meeting Wednesday, June 24, 2015**

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at 8:32 a.m., eastern standard time, on Wednesday, June 24, 2015, at the Westin Convention Center Hotel, Pittsburgh, Pennsylvania, with President Kurt Hertzog presiding.

Board members present were Jeff Brockett, Denis Delehanty, Kathleen Duncan, Art Liestman, Greg Schramek, Louis Vadeboncoeur, Rob Wallace, and Lou Williams. Staff participating were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend. Additionally, David Dudney, Local Symposium Liaison, and Gail Olmsted, Complete Conference Coordinators, were present for the meeting.

PITTSBURGH SYMPOSIUM REVIEW

Overview

Phil McDonald reported there are no significant changes from what has already been reported about the symposium and that we continue on course. As of Tuesday, June 23, there were a total of 1,370 symposium registrations. Typically, AAW receives an additional 80 onsite registrations.

Jeff Brockett commended David Dudney for doing a great job. He said everything is out of the warehouse and now it's time to execute the plan.

David Dudney reported the volunteers were enthused and that 20 people had arrived at 9:00 a.m. to do packet stuffing.

Gail Olmsted indicated that the Teamsters have been cooperative and that David Dudney's crew has been phenomenal. So far, we have a good relationship with the Convention Center and are running four hours ahead of schedule. The power is already working and the AV equipment will be set up later today and tomorrow. Visit Pittsburgh (visitors bureau) will be on site Thursday and Friday. Carter Products, Riley Galleries, Robust, Jett/Powermatic, and Vincos WoodNWonders took advantage of priority move-in. Rotary Chisel cancelled.

Greg Schramek reported that course-plotting to the Convention Center from the skyway can be confusing and that it's easier to navigate outside.

Kurt Hertzog reminded board members to wear badges for Convention Center access.

Phil McDonald noted that 50% of symposium attendees are staying at the Westin. There will be shuttle service to other hotels. The Omni is a long four blocks away and the Marriott is even further.

Board Schedule

Kurt Hertzog explained that Jeff Brockett has board members scheduled in specific symposium areas. If board members have down time, they should offer to help in the Instant Gallery.

Jeff Brockett reported that safety guidelines will be posted in demonstration rooms. Demonstrators are required to wear full face shields. Vendors have been told to have chip protection and full face shields for demos in the Trade Show. No fires, open flames or microwaves are allowed. Because the Convention Center is a union facility and due to fire marshal regulations, Jeff advised board members not to move tables without prior authorization. He reminded board members to introduce themselves and thank volunteers.

2016 PAYMENT SCHEDULE FOR DEMONSTRATORS & PANELISTS

Phil McDonald suggested taking another look at the policy for exhibitor credentials. The two complimentary full-access badges for each full-size booth have not been counted as part of attendance. The observation is that people who demonstrate for a Trade Show exhibitor get a full-access pass.

Jeff Brockett indicated that if a demonstrator also demonstrates for a Trade Show exhibitor, AAW should consider reducing their expense allowance.

FUTURE SYMPOSIUM CONSIDERATIONS

Jeff Brockett suggested that AAW look at its symposium model and consider what can be done differently, such as:

- Partner with strong regional symposiums;
- Hold a Canadian symposium;
- Smaller symposium with smaller attendance, smaller venue, less expensive hotel;
- Reduce the scope in our conference coordinator role;
- Sell demonstration rooms to specialized disciplines: Pen Turners, Ornamental Turners, etc.;
- Collect all demonstration pieces for a giveaway or auction;
- Vendors could do rotations and a demonstration room could be sold to them; and,
- Pay-per-view could be considered for some demonstrations.

Jeff also indicated that camera technology changes rapidly and that the implications of keeping our technology current need to be considered.

Greg Schramek suggested symposiums be held on east coast, central, and west coast, at selected nucleus posts that would repeat every third year. Because the public envisions AAW as woodworkers, we should look at connecting with other wood organizations.

Phil McDonald noted that the fundamental question is the growing uncertainty and financial risk as we plan for the 2018 symposium, since Pittsburgh poses serious questions about sustainable attendance patterns. Since the end of the recession, it's become a "seller's market" for convention space. As an example of another organization, the Society of North American Goldsmiths (SNAG) recently introduced a new annual convention model.

Louis Vadeboncoeur noted that whether to downsize and/or whether to associate with another wood organization are decisions that need to be made. He suggests sending out a survey after the symposium to all members asking them: "Why did you come?" "Why did you not come?" "What would influence your decision to come?" This would help AAW make an informed decision.

Kurt Hertzog asked Louis to consider whether a survey is feasible.

Lou Williams noted that survey's asking what people what often fail, and instead he recommends asking them what they need and figuring out the best way to deliver it. Costs for presenting an annual symposium are escalating and getting volunteers is increasingly difficult.

ANNUAL CHAPTER MEETING

Phil McDonald informed the board with the agenda for the annual chapters meeting:

- 1) Update on the progress made for the last 12-months addressing the CRI recommendations in 2014 (11 items, 10 delivered, platform for sharing chapter newsletters, etc. was not completed);
 - 2) Louis will address the CAP project, and,
 - 3) Lou Williams will present the idea of moving toward cooperative affiliation agreements.
- Kurt Hertzog will moderate at the beginning.

Rob Wallace recommended adding a plug for the Sunday morning safety meeting.

Linda Ferber suggested recognizing the representative from Puerto Rico.

EXECUTIVE DIRECTOR REPORT

AAW Online Analytics

The analytics for the website were summarized and the following variances were explained:

- **American Woodturner Journal/Current issue - October 2014:** The email to online members indicating the journal is online was sent to all members in October. This is the reason the number is higher than usual.
- **Woodturning Fundamentals/Landing Page - March 2015:** An email was sent to 9,568 lapsed members offering them a link to a free preview issue of Woodturning FUNdamentals. This is the reason the activity spike.
- **Calendar:** The calendar page is less active than original anticipated.
- **News Page:** Peaked in January 2015 probably due to the story about Giles Gilson which linked to the news page.
- **Video Library: Pageviews - March 2015:** The increased activity coincides specifically with the Woodturning FUNdamentals email sent to 9,568 lapsed members noted above.
- **Tips:** The tips pages are more active originally anticipated. This could be because they are easy to find due to their "rotating" presence on secondary webpages and/or that visitors are hungry for tips.
- **Woodturning Marketspace -** The big difference between landing page hits and the "Members-only" page hits is probably due to members not remembering their login credentials.

Digital App

Phil McDonald reported that the digital app is fundamentally ready to go. The only limitation is the member wall process, which needs to be worked out.

ADJOURNMENT

Jeff Brockett made a motion to adjourn. Rob Wallace provided a second, and the meeting was adjourned at 11:37 a.m., eastern standard time, on Wednesday, June 24, 2015.

Respectfully submitted,

Rob Wallace
Secretary

**American Association of
Woodturners Board of Directors
Meeting
Monday, June 29, 2015**

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at 8:33 a.m., eastern standard time, on Monday, June 29, 2015, at the Westin Convention Center Hotel, Pittsburgh, Pennsylvania, with President Kurt Hertzog presiding.

Board members present were Jeff Brockett, Denis Delehanty, Kathleen Duncan, Art Liestman, Greg Schramek, Louis Vadeboncoeur, Rob Wallace, and Lou Williams. Staff participating were Linda Ferber, Jane Charbonneau, Phil McDonald, Tib Shaw, Kim Rymer, and Editor Josh Friend. Others in attendance were David Dudney, Gail Olmsted, John Ellis, Ana Lappegard, Steve Melott, Steve Pritchard, and Linda Britt.

SYMPOSIUM WRAP UP

Each individual present conveyed their observations about symposium successes and opportunities for improvement.

Kurt Hertzog

- Noted feedback about “knock-offs” in the vendor area.
- Suggested moving “Return to the Community” to a more public location.
- Reported one medical incident, a metal shaving in the eye, which occurred in the trade show.
- Mentioned a situation in the Youth Room where attendees may be trying to dishonorably win lathes.
- Advise attendees of schedule repeats.
- Silent auction should have a running timer/clock.

Kathleen Duncan

- An acrylic donation box.
- Need to control silent auction rules and timing.
- Chapter Collaborative Challenge vote-counting should go to local chapter.
- The Instant Gallery wall needs to be larger.
- Cleaning staff need specific instructions not to touch gallery items.
- There needs to be more division between Empty Bowls and Beads of Courage.
- Tables takedown starts at 2 p.m., but the last rotation does not get over until 3:30 p.m. These need to be synched.

Denis Delehanty

- Need to make more accommodations for seniors in terms of seating.
- School bus shuttle was difficult to get on and off for those with mobility issues.
- Nametags should include all information.
- Powermatic lathe drawing should be first.
- Should classify/rank demonstrations by skill level: beginner, intermediate, etc.
- Provide demonstration rooms for vendors.

Art Liestman

- The walk was too far between spaces.
- Offer demonstrators a space to escape the crowd.

Rob Wallace

- Finalize the silent auction and have everyone step back.
- Advertise shipping and packing options.
- There was better safety buy in, although there was a report of a demonstrator using a scraper without handles.
- Food at banquet was good.
- EOG auction went well, but POP auction was disappointing. Many items did not sell or went too low due to reserve process.
- Volunteers were excellent.
- Women in Turning could potentially use the Youth Room for a session in the future.

Jeff Brockett

- A kiln and torches were being used in the Craft Room.
- A full day was gained having the Youth Room equipment delivered early.
- Demonstrators left stuff in their rooms, coming back to retrieve it much, much later.

Ana Lappegard

- Lots of positive comments.
- Problematic matters were quickly resolved.

Linda Ferber

- Volunteers were excellent.

John Ellis

- There were lighting issues in demonstration rooms.
- Need information, instruction, or procedure for demonstration room controls since they are not normal light switches).
- Chairs in other areas are needed.
- Need vendor area seating.
- Saw people handling pieces at the silent auction.
- Need Youth Room volunteer assignments earlier.
- Review/revisit the badging process.

Tib Shaw

- Things were too spread out.
- Shuttle availability and schedule should be better communicated.
- Directional signage could be better.
- Avoid reserve errors and auction scheduling problems.

Louis Vadeboncoeur

- Provide more networking opportunities for international people to get together.
- Offer a big map where attendees can place pins of where they call home.

Gail Olmsted

- Ran into issues with tear-down.
- Demonstrator move-out overlapped exhibitor take down and move-out.
- Stage crates and pallets a day earlier.

- Problem with electrical in Room 305, Sunday morning computer malfunctions burned out system.
- Catering was good, but the concessions were supposed to include grab-and-go sandwiches.
- Internet was almost flawless, but there was no hardwire in the AAW merchandise booth. Exhibitor Internet was good.
- On Wednesday and Thursday, looky-loos were wandering around and were hard to police. Need to coordinate security and the locking schedule.
- Review Trade Show hours, people are not coming in early.
- Centralize tool room location.
- Centralize exhibitions.
- Communicate schedule changes on the app and with signage.
- Need three times as many markers in the demo rooms.
- Consider tri-fold brochure with map and schedule.
- Consistent lighting plan for demonstration rooms.
- Power for Chapter Collaborative Challenge pieces.

David Dudney

- Charge local/public attendees for the Trade Show, Exhibitions, and Instant Gallery.

Steve Pritchard

- Empty Bowls: Allow credit card transactions.
- Lathe Tickets: Ran out, need to print more.
- Centralize exhibitions.

Steve Melott

- Cost of symposium was an issue.
- Restaurants in the area are only open on weekends.
- Was aware of one demonstrator who did not wear a face shield.
- There was not adequate seating for lunch on day one.
- Silent auction: If people plan to purchase, they should be able to touch the item.
- Consider outside aisles in the demo rooms so people can get out easier without disturbing everyone.

Lou Williams

- Heard good comments on the demonstrations.
- First two demonstrations he attended had technical difficulties (Room 333).
- The awards program goes on too long, add more production value.

Greg Schramek

- Trade Show: Some vendors complained they were too far back.
- There were lots of lost banquet tickets. Tickets should be part of the nametag.
- During the POP auction he observed deterioration of value due to a \$3,000 piece followed by a \$300 piece. Would like to see escalation of values.

Josh Friend

- During the POP auction, bidders were not aware of the reserve price and did not find out until later that there was "no sale."
- Aware of one demonstrator who did not wear a faceshield or a microphone.

Phil McDonald

- We had an estimated 1,435 registered attendees.
- There were no major disruptions, however parking was an issue.
- Survey results will be distributed to the board.
- Need to develop follow-up list on issues to make sure they are being addressed.
- Would like to review evening events and social activities.
- Need more quality control. For example, badges could be printed in stages, and earlier.

Phil noted that in Atlanta, there will be only one primary hotel and events will not be as spread out. The Trade Show and Instant Gallery will be on different levels. There will be more spaces for socializing and resting.

Symposium Preliminary Financial Estimates

- Live auctions brought in about \$111k (EOG \$72k, POP \$39k).
- Silent auction proceeds are estimated to exceed last year's \$5k.
- Raffle proceeds are estimated at \$15k (gross).
- Empty Bowls proceeds are estimated to exceed last year's \$8k.
- Only small escalation in on-site service costs over budget – for example, AV and Thursday and Friday food increased from budget/projections.
- There may be savings on the loading dock expenses due to Gail's relationship with the Convention Center.
- Of the 1,435 registered attendees, we need to identify those who registered for one day only before more specific financial results can be shared.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

UPCOMING BOARD MEETING DATES

Board meeting teleconferences are typically held on the third Wednesday of each month, and the next teleconferences will be held on July 15 and August 19.

Dates for the face-to-face November meeting are 13, 14, and 15, in St. Paul. New board candidates will be invited.

ADJOURNMENT

Rob Wallace made a motion to adjourn. Jeff Brockett provided a second, and the meeting was adjourned at 10:30 a.m., eastern standard time, on Monday, June 29, 2015.

Respectfully submitted,

Rob Wallace
Secretary