

American Association of Woodturners
Board of Directors Meeting
Thursday, July 23, 2015

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened via teleconference at 6:00 p.m. central daylight time on Thursday, July 23, 2015, with President Kurt Hertzog presiding.

Board members participating in the teleconference were Jeff Brockett, Denis Delehanty, Kathleen Duncan, Art Liestman, Greg Schramek, Rob Wallace, and Lou Williams. Staff Linda Ferber, Phil McDonald, and Kim Rymer, as well as Editor Josh Friend, and Suzanne Bonsall Kahn, representing Woodmen in Turning participated. Board member, Louis Vadeboncoeur, was absent.

APPROVAL OF MINUTES

The minutes of the June 23, 24, and 29, 2015, board meetings were unanimously accepted with one change.

TREASURER'S REPORT

Greg Schramek summarized the June 2015 financial reports noting the following points:

- Year to date income was \$207k, which is \$102 favorable to budget.
- Seasonally adjusted profit was \$82k, which is \$69k favorable to seasonally adjusted budget.
- Income for 2015 year-end is forecast at \$46k, which is \$58k unfavorable to budget.
- Cash-on-hand for 2015 year-end is forecast at \$508k.
- Net income for the symposium is projected to be approximately \$30k, with little remaining uncertainty.
- The performance of all three auctions exceeded expectations.

Phil McDonald added that the symposium expense budget was effectively controlled, the City of Pittsburgh and the convention center honored their commitments, there was favorability in the expense budget, and the only significant outlier was registration income. The contribution to our unrestricted reserves from the 2015 symposium will be as large as was originally planned.

Commenting on registration income, Lou Williams suggested that the board review the cost of symposium registration because AAW members are very cost sensitive.

Greg Schramek noted that he received feedback indicating that the spouse registration is too high.

EXECUTIVE DIRECTOR REPORT

Phil McDonald's report focused on symposium feedback obtained via the AAW online survey, onsite paper survey, and app, the results of which had been shared with the board prior to this meeting. He noted that the board's wrap-up meeting on June 29 covered most of the issues also identified by attendees and that the number one concern continues to be expense-related. Common themes were: the facility was too large, too much walking was required, issues with demonstration room lighting and sightlines, and inadequate seating. Phil said that the AAW has plans to evaluate why members did not attend.

Phil reported that symposium attendance predications used for site selection decisions and budgeting emphasize density of membership. Since 2010, the ratio of attendance to the density of members within a 600-mile circle of the host city has averaged 40%, and has not been lower than 28% in any year. However, in the case of Pittsburgh this ratio was 18%. That attendance in Pittsburgh was so much lower than predicated raises questions about our event model, and our ability to predict future attendance. Although we will work within the parameters available for 2016 (Atlanta) and 2017 (Kansas City), there is now time to review and consider alternative models as we evaluate alternatives for 2018.

Phil asked the board for their impressions based on the symposium recap and attendee feedback.

Greg Schramek indicated that Empty Bowls and raffle sales were successful in Pittsburgh and suggested that AAW could potentially look at capping the dollar amount that goes to the local chapter and local charity.

Kurt Hertzog noted there has previously been a cap on the raffle and that AAW needs to be cautious about a cap on Return to the Community sales. Phil indicated that due to various state regulation on charity raffles, the AAW has not had the same control of raffle proceeds since Tampa.

Greg indicated he received feedback that AAW rotate symposiums between three cities, and asked whether St. Paul should be linked to the central location.

Lou Williams reported that the only thing that has changed since the Phoenix symposium is the pricing. He asked the board if the symposium, as it is designed, will continue to draw people in.

SYMPOSIUM COMMITTEE

Jeff Brockett reported that the Symposium Committee recommends revision of the AAW Handbook (page C-2, subsection titled, "Symposium planning manual" page H-1) to remove the language requiring the AAW have the symposium in a specific geographic location and making financial feasibility the primary consideration as follows:

"The Board shall schedule annual symposia in a pattern that traverses the geographic United States from year to year, such that the financial feasibility is the main consideration in determining suitable locations that provide the opportunity for AAW members to attend. The board shall endeavor to schedule symposia sites at least three years in advance. Because of the size of the symposia they need to be held in convention centers or conference centers that are large enough. The site must have adjacent meeting space, hotels, access to an airport, food service, Internet services and adequate electrical needs."

Greg Schramek and Denis Delehanty offered ideas about additional consideration and discussion ensued about member benefits and financial feasibility criteria in site selection.

Kurt Hertzog recounted how the present policy was developed and acknowledged the need to update it.

Rob Wallace made a motion that the AAW Board Handbook be edited to specify that "member benefits and financial feasibility are the primary considerations" in determining suitable symposium locations. Kathleen Duncan provided a second to the motion.

The board unanimously voted "in favor" of the amendment.

The board then unanimously voted "in favor" of the revision to the policy:

"The Board shall schedule annual symposia in a pattern that traverses the geographic United States from year to year, such that member benefits and financial feasibility are the primary considerations in determining suitable locations that provide the opportunity for AAW members to attend. The board shall endeavor to schedule symposia sites at least three years in advance. Because of the size of the symposia they need to be held in convention centers or conference centers that are large enough. The site must have adjacent meeting space, hotels, access to an airport, food service, Internet services and adequate electrical needs."

HONORARY LIFETIME MEMBER RECOMMENDATIONS

Jeff Brockett suggested that the board create and keep a running list of all people recommended for Honorary Lifetime Member status. He offered to develop the list. Also, he recommended two additional individuals be considered for honorary status.

Kurt Hertzog indicated that he hopes the board will contribute additional names and that the topic be revisited at the November meeting.

GOVERNANCE POLICY REVISION

Art Liestman reported that the Ethics Committee recommends revision of the 10-page governance policy to reorganize and refine it, adding disclosure to the Executive Director and the Ethics Committee Liaison member of the Board.

A discussion ensued with individuals seeking to clarify interpretations and intent of the policy. There was consensus that specific concerns were adequately addressed in the revised policy. Kurt Hertzog noted that the policy was given thorough consideration by the Ethics Committee and presented with their endorsement for approval.

The board voted unanimously “in favor” of the governance policy as presented by the committee.

Art noted that all committee members should also receive a copy of the revised policy in addition to board members.

UNFINISHED BUSINESS

None

NEW BUSINESS

Jeff Brockett reported that he had a recent discussion with the Women in Turning (WIT) group and suggests the board should have a liaison to the group. The WIT group could potentially be classified as a committee once its role, goals, and functions are defined.

Kathleen Duncan offered to be the board liaison to the WIT group.

Kurt Hertzog recommended that a WIT should present a plan for operation.

Jeff indicated that WIT has asked to have a demonstration room at future symposiums. Before agreeing to any arrangement, Jeff would like to see a proposal which includes how they will get 80-100 people in the room, as well as promote symposium attendance.

Rob Wallace asked about WIT’s function and whether it is analogous to Pen Turners, Ornamental Turners, Segmented Turners, etc. If they will be considered as

a new committee, Rob indicated that consistent criteria needs to be applied. What defines a new committee vs. a special interest group? Rob asked if from a procedural perspective, does WIT fit the designation of a committee?

Phil McDonald reported that the CAP group is engaged in a strategic process and is identifying AAW audiences. The WIT group could help AAW meet some long-standing goals and answer strategic questions.

EDUCATIONAL OPPORTUNITY GRANT PROGRAM

Rob Wallace indicated that since he will be rotating off of the board in 2016, AAW needs to determine who will chair the committee because Josh Friend needs to put the name in the journal and the deadline is just around the corner.

UPCOMING BOARD MEETINGS

The August meeting will be held via teleconference on Wednesday, August 19 at 6:00 p.m. central daylight time.

The dates for the September and October meetings will be determined later.

The dates for the January meeting to be held in Atlanta, Georgia, will be January 22, 23, and 24, 2016.

ADJOURNMENT

Jeff Brockett made a motion to adjourn. Rob Wallace provided a second, and the meeting was adjourned at 7:22 p.m. central daylight time on Thursday, July, 2015.

Respectfully submitted,

Rob Wallace
Secretary