

American Association of Woodturners

Board of Directors Meeting

Saturday, November 14, 2015

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at 8:30 a.m. central standard time on Saturday, November 14, 2015, in St. Paul, with President Kurt Hertzog presiding.

Board members present for the meeting were Jeff Brockett, Denis Delehanty, Art Liestman, Greg Schramek, Louis Vadeboncoeur, Rob Wallace, and Lou Williams. Board member Kathleen Duncan participated via teleconference. 2016 board members recently elected, Joe Dickey, John Ellis, and Wayne Furr, were also present for the meeting. Staff members who took part in the meeting were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

EXECUTIVE SESSION

Staff members were excused while the executive session convened.

APPROVAL OF MINUTES

The minutes of the October 21, 2015, board meeting were unanimously accepted with one change.

TREASURER'S REPORT

Financial Report

Greg Schramek summarized the October 2015 financial reports and noted the following points:

- Unadjusted year-to-date net income was \$148.9k, which is \$22.4k favorable to budget.
- The 2015 year-end forecast for net income is \$49.9k, which is \$54k unfavorable to budget.
- "Cash on Hand" at October 31, 2015 was \$348k.
- The year-end forecast for "Cash on Hand" is \$460k.
- The endowment trust fund posted a \$9.6k loss for third quarter.

Greg also reviewed each of the proposed budget scenarios under consideration by the board. He noted that expenses continue to be lower than in 2011.

- Scenario #1 illustrates no changes.
- Scenario #2 shows a \$5 dues increase.
- Scenario #3 does not include a dues increase, but includes an additional 300 symposium registrations and 10% in symposium expense reductions.

Rob Wallace moved to accept the financial reports as presented. Jeff Brockett seconded the motion and the reports were unanimously accepted.

Approval of Auditor

Jeff Brockett moved to approve the incumbent independent auditor, Olsen-Theilen Co., Ltd., for the 2015 tax year, to be engaged in 2016. Rob Wallace seconded the motion and the auditor was unanimously approved.

Minnesota Charitable Organization Annual Report Form

RESOLVED, that the corporation be, and hereby is, authorized to approve the contents of the 2015 Minnesota Charitable Organization Initial Registration and Annual Report Form.

FURTHER RESOLVED, that the AAW office be, and hereby is, authorized to consult with the AAW independent auditing firm to execute and to take such other action, as shall be deemed necessary to fulfill the foregoing resolutions.

Purpose

The Minnesota Charitable Solicitation Act, Minnesota Statutes chapter 309, requires charitable organizations that are registered to solicit contributions in Minnesota to submit an annual report to the Attorney General's Office. This report is prepared for us annually by our independent auditors.

Board approval of this resolution will satisfy AAW's legal obligations under the forgoing Minnesota statute.

Rob Wallace made a motion to approve the contents of the 2015 Minnesota Charitable Organization Initial Registration and Annual Report Form. Jeff Brockett seconded the motion and the contents of the report were unanimously approved.

WOMEN IN TURNING COMMITTEE REPORT

Kathleen Duncan reported that the WIT committee is operating smoothly. Suzanne Kahn is in charge of fundraising and has been quite successful. The WIT fundraising model could potentially be used by other groups. Currently, WIT does not formally track its members. However, there are about 920 addresses on the WIT email distribution list and more than 260 members on the WIT Facebook page.

The meeting recessed at 9:44 a.m. and resumed at 10:00 a.m.

REVIEW OF 2015 SERVICE AND PROGRAM ENHANCEMENTS

Phil McDonald summarized some of the service and program enhancements that AAW implemented in 2015 including: chapter officers webpage; formalized Turning to the Future curriculum for youth and incentive for educators (for access to students); video complemented journal articles; expansion of Woodturning FUNdamentals; AAW Connects which graphically illustrates chapters, events, and

more in one place; and the AAW Woodturning Calendar, which has had more than 80 submissions. Benchmarks need to be established to measure the success of each of these enhancements.

Kathleen Duncan reported on the status of the AAW Video Source project, which will enable visitors to search woodturning-related videos by keywords. She noted that an initial set of keywords is in development, that all included videos will be well-done and safety approved, and that she expects the AAW Video Source to be unveiled at the Atlanta symposium.

Phil McDonald recapped service and program enhancements to be completed in the longer term. He noted that one of the more critical recommendations is to make the website more accessible because members experience issues with navigation. Also, searchability of the *American Woodturner* journal archive is also problematic because the search engine cannot easily locate topics due to the static nature of archive pdfs. An estimate to convert the files into a more searchable format could run as much as \$50k, based on an estimate from Quad Graphics. A search for a more financially feasible solution is currently underway.

EXECUTIVE DIRECTOR REPORT

Membership

Phil McDonald reported that the AAW's association management system was launched in March 2014 and that the data is beginning to provide reliable longitudinal views, especially regarding retention. Membership retention is currently tracking at 84% and overall net growth is about 2%.

Phil summarized various data collected from a sampling of 8,200 members who voluntarily completed the demographic information. Over half of current members report their age as at least 65 years. Aging of membership is a persistent concern. From data previously available, the median length of membership is about 8 years.

FY 2016 Budget

Phil McDonald asked the board for questions about the AAW Budget Development Packet for 2016, which was distributed previously. Additionally, he asked that the key assumptions noted in the Executive Director Report be confirmed.

Phil stated that 2016 symposium registration will open around December 1, 2015. The 2016 symposium budget assumptions are based on attendance of 1,500, with 20% unpaid registrations (staff, demonstrators, gift certificates). General registration will be \$325, and all other costs will remain the same. The trade show area is 55,000 square feet and has space for about 120 vendor booths. AAW currently has 105 vendors registered for the trade show. Phil explained that the banquet serves as a "loss leader" and that the banquet experience ranks quite low with attendees. The budget is set at \$59. To breathe new life into the event, he suggested that AAW could create a party atmosphere (rather than the usual formal event).

Greg Schramek noted that attendees generally connect the price of the dinner ticket directly to the value of the food they receive, when the actual cost of the banquet is much more than the food.

2016 Atlanta Symposium

Jeff Brockett reported that the AmericasMart facility is stacked and that the committee has swapped demo rooms to make it even easier for attendees to get from place to place. There will be 10 demonstration rooms on one level.

He noted that the committee received 60 applications for selected demonstrators and that the committee looked at filling technique gaps. Selected demonstrators are as follows: Dixie Biggs, Michael Blankenship, Andy Cole, Mark Dreyer, Michael Gibson, Al Hockenbery, Keith Holt, Franck Johannesen, Suzanne Kahn, Jon Magill, Michael Peace, Toni Ransfield, Peggy Schmid, and Jennifer Shirley.

Phil McDonald stated that the AmericasMart facility will allow other caterers, which is unusual. He also noted that the attached Westin Peachtree Plaza hotel has a 3-tier rate structure: \$125, \$135, and \$145, which is extremely affordable for Atlanta in June. Parking is an additional \$22 for self-parking per day, and \$28 for valet parking per day.

Jeff Brockett noted that there are two parking garages nearby that charge \$12 per day and a surface lot that charges \$10 a day.

Phil McDonald noted that AmericasMart is open for shopping and that most stores feature women's items, such as accessories, clothing, etc.

Jeff Brockett reported that Philip Moulthrop will do a Thursday evening event with his son, Matt.

2017 Kansas City Invited Demonstrators

Jeff Brockett read the names of the individuals who have been invited to be demonstrators for the 2017 symposium, which include a balanced combination of techniques and styles. He indicated that contracts have not been sent out yet.

2018 Symposium

Phil McDonald indicated that AAW will return to the Pacific time zone and take a two-prong approach to the 2018 symposium: 1) Complete Conference Coordinators is exploring traditional symposium options in Seattle and Portland, 2) AAW will evaluate a smaller, scaled-back spec in locations such as Eugene, Spokane, Salem, and Bellevue.

Kathleen Duncan signed off at 11:30 a.m.

Fundraising Campaigns

Phil McDonald indicated that plans are in place to repeat a year-end fundraising campaign similar to the one conducted in 2014. The target for the campaign is \$58k and includes telephone calls to some individuals, a mailing to about 400, and an email to everyone else.

Denis Delehanty asked board members to help make calls to obtain donation commitments, and suggested that board members submit their expense receipts as a donation (not for reimbursement).

Grant Planning

Phil McDonald explained that development of relationship with a grant partner takes time. The Minnesota State Arts Board would like to be a partner of AAW and has been of great assistance. However, AAW ran up against a wall in financial criteria. AAW needs a compelling story that resonates with the work grantors want to fund and grant development needs to be a priority.

Annual Insurance Portfolio Review

Phil McDonald reported that all policies are currently in place and there were no claims this year. AAW is fortunate to have found an underwriter. If AAW loses the policy, it is not likely it find a similar policy elsewhere. The only contingency will be a separate policy between the chapter and the underwriter. We expect nominal increases to premiums of up to about 4%.

The meeting adjourned for lunch at 11:47 a.m. and resumed at 12:30 p.m.

SERVICES AND POSITIONING INITIATIVE

Phil McDonald offered background information on the Services and Positioning Initiative. He noted that the project has allowed AAW to perform fundamental research, develop inferences, hypotheses, and identify gaps in member services. He said that today's publishing needs to be supplemented with other content and people are seeking information through untraditional means, like social media. Leadership needs to think strategically and position AAW as the preferred source.

Louis Vadeboncoeur referenced the Services and Positioning Initiative's 62-page report and noted it contains a wealth of information about service gaps. The first few pages are a high level summary of the key fundamental points, which serve as a framework about the strategic issues that are important to stakeholders. Those who participated in the focus groups appreciated that AAW was reaching out to members, listening, and taking action. Focus group participants also indicated that they enjoy the AAW, but chapters are the backbone and their allegiance lies with the chapters.

Louis summarized selected findings as follows:

- 1) User segments are aware of a limited number of publications and services, and actual use of these resources is very low.
- 2) User segments would like to see a more user-friendly and accessible website with improved content and search functions.

- 3) User segments would like AAW to be an “integrator” of information. AAW needs to be the “go to” place for information.
- 4) Few chapter leaders are aware of all AAW publications and services that are available to members.
- 5) Demonstrators are important to chapters. Chapters want the AAW website to facilitate demonstrator scheduling.

Louis summarized selected high level strategies as follows:

- 1) Develop a collaborative plan for recruitment in collaboration with schools, suppliers, etc., as well as thoughtful marketing that will pay off.
- 2) Encourage new members to be chapter members.
- 3) Reposition services and publications to better support: chapters, curriculum, special interest areas, organizations, etc.
- 4) Re-engineer digital media.
- 5) Offer more coordinated services to chapters.
- 6) Help chapters in building and forming learning communities.
- 7) Get real-time feedback to improve tools.

He described the participants who took part in the focus groups:

- There were a total of 10 focus groups with 78 members.
- Skill level: 4 beginner groups, 3 intermediate, 2 advanced.
- Participants were sent a pre-focus group questionnaire inquiring about their learning approach, the AAW publications they were aware of, how the publications were used, how AAW could better meet their needs, and about their level of satisfaction, etc.

Generally, the feedback gleaned suggested the following:

- There are not enough training opportunities.
- People have trouble learning the basics.
- Quality training and instructional materials are needed.
- Chapter support and demonstrations are key to learning.
- Chapters play an important role in leaning and sharing.

Louis explained the feedback varied by skill-level. Beginners were interested in learning the basics, problem-solving, and in getting feedback. Intermediate turners were interested in learning about specific skills, problem-solving, new techniques, selling their work, and in obtaining feedback. Advanced woodturners indicated they need support and advice for selling their work and becoming “known”, as well as guidance on teaching, demonstrating, and writing articles.

He outlined the priorities as follows: website, journal, critique, and searchable index.

Demonstrator Segment

Josh Friend summarized the focus group feedback for the demonstrator segment. He explained the segment overlaps with the chapters segment and that demonstrator use of AAW resources is low. Most participants were not aware of the demonstrator directory and the benefits. The demonstrator segment would like a website tool and rating system, which would allow chapters to find them easily. They

also would like a demonstrator development and mentor program, as well as a regional “handler” to coordinate hotel arrangements and drive them around. The segment noted that audio visual equipment at the chapter level varies greatly and that it can make or break a presentation. The segment was interested in exploring video for remote demonstrations and expressed concern about chapters recording and selling demonstration videos.

The meeting recessed at 2:16 p.m. and resumed at 2:30 p.m.

Women’s Segment

Tib Shaw summarized the focus group feedback for the women’s segment. She noted that women are a good group to tap into since there are many coming into retirement, with sufficient income, time, and a sense of adventure. She indicated that 130 women, 98% AAW members, responded to the survey. Top concerns for the group were visibility, exposure, and ergonomics. Their satisfaction with the journal is generally higher than other groups. Tib noted that entry into woodturning is a significant barrier to women, that they have a different level of experience (compared to other groups), and are women may be easily intimidated as a result. Top interest areas for women were bowls and platters, and jewelry rated low (9 of 12). Tib indicated that women need to be encouraged to feel qualified, cultivated, and made visible as demonstrators.

Jeff Brockett mentioned that out of 60 applicants for 2016 selected demonstrators, only 9 were women. Of those, 7 were invited or accepted. He noted that the pool of women who apply is not very large.

Tib indicated that women as a segment feel they are not being asked to demonstrate at the chapter level. She suggested that thought and resources be committed to leveling the playing field.

Linda Ferber indicated that women compose less than 10% of Minnesota chapter members. Many women feel they do not have something to offer. Anything developed for women would be well-received and would benefit everyone.

Josh Friend explained that the professional women he interviewed indicated they felt they were treated differently from men.

Phil McDonald noted that specifically how AAW allocates its resources is a leadership priority, and that resources do not necessarily need to be equally distributed across groups.

Teachers/Students & Arts/Crafts Schools Segment

Denis Delehanty summarized the feedback from teachers/students (public/private schools, and arts and crafts schools) focus group sector. He noted that teachers need to be enthusiastic in order to be woodturning advocates. Teachers have time constraints, compete with other teachers, and often use their own funds for instruction. They appreciate financial assistance from EOG grants. The group is interested in finding ways to store and share curriculum, store and share projects,

and they enjoy receiving back-issues of the journal. They'd like a periodic update from AAW explaining what on the website is relevant to them. Recognition for student work is important, however Denis noted that there are not many submissions to the Woodturning FUNdamentals for student work. Most art/craft schools felt they could benefit from free advertising through Woodturning FUNdamentals. The group also felt a periodic newsletter geared toward art/craft schools would be helpful, and indicated they would be willing to display AAW posters, provide membership materials, etc.

Louis explained that the Services and Positioning Initiative presents about 100 initiatives, in seven key areas. Some should be prioritized ahead of others. Hopefully by January AAW will be able to prioritize the new initiatives.

2016 HONORARY LIFETIME MEMBER SELECTION

Jeff Brockett cited the names of two individuals under consideration for Honorary Lifetime Membership. One individual had three written recommendations, the other individual currently had no written recommendations.

Lou Williams made a motion to accept Joe Ruminski for 2016 Honorary Lifetime Member status. Jeff Brockett seconded the motion, and Joe Ruminski was unanimously selected.

REGIONAL SYMPOSIA

To facilitate board member attendance at 2016 regional symposia, Kurt Hertzog asked board members to state which symposia they plan to attend based on a schedule included with the board packet.

- January 29-30, 2016: Tennessee Woodturners Symposium – Jeff Brockett
- February 26-28, 2016: Desert Roundup – John Ellis
- April 2-3, 2016: Totally Turning & NWA Woodworkers – Kurt Hertzog
- May 2-14, 2016: Utah Symposium – Kurt Hertzog
- July 22-24, 2016: Chicago Woodturners – Rob Wallace
- August 26-28, 2016: SWAT – Wayne Furr
- September 16-18, 2016: Rocky Mountain Woodturning Symposium – John Ellis
- September 24-25, 2016: Mid-Atlantic Woodturning Symposium – Kurt Hertzog
- November 5-6, 2016: Virginia Woodturning Symposium – Denis Delehanty

ADJOURNMENT

Jeff Brockett made a motion to adjourn. Rob Wallace provided a second, and the meeting was adjourned at 4:27 p.m. central standard time on Saturday, November 14, 2015.

Respectfully submitted,

Rob Wallace
Secretary

American Association of Woodturners

Board of Directors Meeting

Sunday, November 15, 2015

CALL TO ORDER

A continuation of the previous day's regular meeting of the AAW Board of Directors was convened at 8:26 a.m. central standard time on Sunday, November 15, 2015, in St. Paul, with President Kurt Hertzog presiding.

Board members present for the meeting were Jeff Brockett, Denis Delehanty, Art Liestman, Greg Schramek, Louis Vadeboncoeur, Rob Wallace, and Lou Williams. Board member Kathleen Duncan participated via teleconference. 2016 board members recently elected, Joe Dickey, John Ellis, and Wayne Furr, were also present for the meeting. Staff members participating were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

NOMINATING COMMITTEE

Jeff Brockett presented the proposed slate of board officers for 2016 as follows:

- President: Greg Schramek
- Vice President: Jeff Brockett
- Treasurer: Joe Dickey
- Secretary: Kathleen Duncan

Louis Vadeboncoeur made a motion to accept the 2016 board officer slate. Denis Delehanty seconded the motion and the slate was unanimously accepted.

2016 ADVISORY BOARD

Kurt Hertzog presented the proposed slate for the 2016 board of advisors as follows: John Hill, All Hockenbery, Dale Larson, Jean LeGwin, Binh Pho, David Wahl, Kurt Hertzog, Rob Wallace, and Lou Williams.

2016 COMMITTEE CHAIRS

Kurt Hertzog presented the proposed slate for 2016 committee chairs as follows:

- Bylaws & Policies: Denis Delehanty
- Contracts: Wayne Furr
- Ethics: Art Liestman
- Finance: Joe Dickey
- Nominating: Jeff Brockett
- Best Practices: Denis Delehanty
- Chapters & Membership: Louis Vadeboncoeur
- Communications: Kathleen Duncan
- Education Opportunity Grants (EOG): Denis Delehanty
- Endowment Trust: John Hill

- Exhibitions: Art Liestman
- Fundraising: John Ellis
- Insurance Advisory: Joe Dickey
- Parliamentarian: Wayne Furr
- Professional Outreach Program (POP): Art Liestman
- Publications: Art Liestman
- Safety: John Ellis
- Symposium: Jeff Brockett
- Demonstrator Selection: Jeff Brockett
- National Liaison: John Ellis
- Turners Without Borders (TWB): Louis Vadeboncouer
- Youth Program: Larry Miller
- Women in Turning (WIT): Kathleen Duncan

Kurt noted that a board vote is required for the nominating chair role. Greg Schramek made a motion to accept Jeff Brockett as the 2016 nominating committee chair. Jeff Brockett seconded the motion and Jeff Brockett was unanimously accepted as the 2016 nominating committee chair.

BOARD POLICY HANDBOOK REVISIONS

Phil McDonald explained that the board policy handbook has not been kept current and that committee chairs should review relevant sections of the handbook and recommend changes. Phil targets January 2016 for an updated draft of the handbook.

Phil noted that two policy revisions need to be incorporated into the handbook: 1) POP Fund Income and Expense Policy, and 2) Governance Process.

He also stated that endowment trustees, the board, and staff need to complete the conflict of interest form annually. Linda Ferber will email the conflict of interest forms to board members.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

CLOSING REMARKS

Kurt Hertzog reported that the next board meeting is scheduled as a teleconference on December 16, 2015 at 6:00 p.m. CST.

Phil McDonald explained that scheduling of the board members is sequence-based and that board agenda items should be submitted in advance. Committee chairs should contact Linda Ferber to schedule conference calls to avoid conflicts.

ADJOURNMENT

Denis Delehanty made a motion to adjourn. Jeff Brockett provided a second, and the meeting was adjourned at 9:12 a.m. central standard time on Saturday, November 15, 2015.

Respectfully submitted,

Rob Wallace
Secretary