

American Association of Woodturners

Board of Directors Meeting

Saturday and Sunday, January 23-24, 2016

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at the Westin Peachtree Plaza hotel, in Atlanta, Georgia, at the 8:30 a.m. eastern standard time on Saturday, January 23, 2016, with President Greg Schramek presiding.

Board members present were Jeff Brockett, Denis Delehanty, Kathleen Duncan, John Ellis, Wayne Furr, Art Liestman, and Louis Vadeboncoeur. Board member, Joe Dicky, participated by telephone. Staff members who present were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

EXECUTIVE SESSION

Other staff members were excused and the board engaged an executive session with Executive Director present until 9:25 a.m., when staff members were invited to rejoin the meeting.

APPROVAL OF DECEMBER MEETING MINUTES

The minutes of the December 16, 2015, board meeting were presented. Jeff Brockett and Louis Vadeboncoeur made a motion to approve the minutes as written, and Wayne Furr provided a second. The minutes were unanimously accepted as presented.

2015 TREASURER'S REPORT

Preliminary 2015 Year End Financial Report

Joe Dickey summarized the preliminary 2015 financial reports and noted the following points:

- 2015 year-end income net income was \$105.8k, which is \$1.6k favorable to budget
- 2015 year-end income forecast is \$88.6k, which is \$15.6k unfavorable to budget
- December 31 cash-on-hand was \$494k
- Year-to-date membership income was \$815.1k, which is \$4.8k unfavorable to budget

Joe reported that Margaret Lospinuso has been appointed to the Finance Committee.

SERVICES, PUBLICATIONS AND POSITIONING INITIATIVE

Strategic Framework

Louis Vadeboncoeur distributed a “Strategic Framework” chart which combines all of the key elements proposed by the Services and Publications Initiative planning team. He explained how the Vision 2020 elements drive all other objectives and initiatives. A detailed communications plan was also presented. The plan identifies all constituents, communication channels to be used, schedules, and accountabilities. The communications plan will be implemented progressively over the following months. The Atlanta symposium will present an opportunity for expanded coverage and consultations about the Positioning Initiative. The board discussed the chart, asked questions, and made recommendations. In consideration of time the discussion was tabled until Sunday.

The board meeting recessed from 10:49 a.m. to 11:10 a.m.

AAW VIDEOSOURCE SERVICE DEMONSTRATION

Kathleen Duncan, together with Dave Mueller, AAW member and guest, joined the meeting and presented the AAW VideoSource tool, which is currently under construction. The VideoSource tool is designed to be a value-add product for members and a marketing tool to attract non-members.

Discussion ensued about developing keyword conventions which is a critical path deliverable needed by April 1.

Kathleen reported that the project needs volunteers to watch and review videos for content, production quality, and safety. She asked that board members submit names of any people they recommend to her.

The board meeting recessed for lunch from 12:04 p.m. to 12:24 p.m.

SYMPOSIUM UPDATES

Gail Olmsted, Complete Conference Coordinators, joined the meeting.

2015 Atlanta

Jeff Brockett reported that AAW has secured an offsite warehouse, so that lathes and safety shields may be sent and assembled ahead of time. He also stated that:

- The youth program will be located in the vendor area.
- There will be no Chapter Collaborative Challenge this year due to low participation in recent years.
- That AAW is considering a \$10 admission fee for non-members to the tradeshow.
- A human-powered lathe being developed for the pre-symposium area.
- Women in Turning (WIT) will sponsor a hands-on program.

Jeff reviewed the responsibilities of board members during the symposium as follows:

- Greg Schramek – Resolve problems, put out fires
- Kathleen Duncan - Instant Gallery
- Joe Dickey - Registration, raffle, greeters
- John Ellis - Volunteers, safety
- Denis Delehanty - Youth Room, lighthouse
- Louis Vadeboncoeur - International demonstrators
- Art Liestman - POP, exhibitions
- Wayne Furr - Vendors, tool room, wood and materials
- Jeff Brockett - Audio visual

Gail Olmsted provided an overview of symposium planning process for new board members. She noted that:

- The Westin Peachtree Plaza room sales are at 60% as indicated by: \$125 rooms at 88%, \$135 at 44%, and \$145 at 39%.
- Gail is meeting with caterers regarding concessions plans, which may include Panera, Chick- fill-A, and other popular food options.
- Because the building is private (vs. public) the EMT and security require different attention than has been typical. She is working on floor plans and room assignments. Access controls and credentialing will be important.
- The tradeshow can accommodate up to 120 vendors comfortably.

Phil McDonald reported that paid symposium registrations are at 210, relative to the end-of-January 174 target. He said that mid-April is considered the mid-point. The model used to track and forecast registrations has been reliable with the exception of our experience last year.

2017 Kansas City

Jeff Brockett reported that all “invited” demonstrators have been invited.

Phil McDonald stated that the contract with the KC Marriott host hotel does not include telephone room booking support.

2018 Site Selection Status/Host City Approval

Content removed pending formal announcement.

Local Symposium Volunteer Meeting

The symposium local liaison and a number of the local committee leads were invited into the board session for an update on the project planning and a question and answer session. This included Keith Peterson: Instant Gallery; Dale Tanner: Return-to-the-Community; Linda Britt: Packets, craft room; Steve Pritchert: Local Liaison; Steve Mellott: Tool room; Peg Schmidt: Volunteer WIT room.

Following the meeting with the local leads, a tour was conducted through the Atlanta Convention Center at AmericasMart from 2:00 p.m. to 3:00 p.m.

2016 EOG GRANT AWARDS

Denis Delehanty reported that 22 grants were awarded and the total disbursement will be \$30,580.

Linda Ferber provided a summary of the post-award communications with grant recipients. She noted that for 2015, a total of 17 grants were distributed. Of that 13 projects were completed and three are not yet complete. One chapter was not able to get their project off the ground and will refund grant money. Linda also reported that the Des Moines chapter recently informed the AAW that its EOG experience was so successful they will be making a donation toward the EOG fund in three contributions of \$500 each.

Denis indicated that the committee will be revising the EOG grant process to obtain better information on several fronts. Recipients will be asked about the number of club members who are AAW members; whether they are organized as a nonprofit; requiring interim; and requests to promote AAW memberships.

ED REPORT

2015 Fundraising Campaign Assessment

Phil McDonald summarized the results of the 2015 fundraising campaign. He noted the net funds raised were \$84k vs. \$78k in 2014. Phil said gains in 2015 followed a nearly 100% increase between 2014 and 2013.

John Ellis has accepted the role of chair of the Fundraising Committee.

Membership Report

Phil McDonald reported that 2015 December membership was 14,958 and this is 200 members short of reaching a new all-time high.

The meeting recessed for the day at 4:30 p.m. and resumed at 8:42 a.m. on Sunday, January 24, 2016.

COMMITTEE REPORTS

Symposium Selection Committee, Jeff Brockett reporting

- A number of long range considerations were discussed. These included continuous improvement to the demonstrator application process; reviewing aspects programming to be sure all we offer adds value to attendees; improving the quality of handouts.
- Phil McDonald commented about plans to capture marketable video from our Symposium to bring the symposium to the 90% of members not in attendance.

Nominating Committee, Jeff Brockett reporting

- The committee maintains a list of prospective Board candidates consisting of about 25 names. Considerable effort is made by the Committee to ensure applications are received by at least six strong candidates. There was discussion about the length of time voting is allowing. There was general agreement that this should be revisited to improve the process and incent more members to vote. Less than 1,000 members cast votes in 2015.

Turners Without Borders – Louis Vadeboncoeur reporting

- Continuing to coordinate with activities at the Wen teaching school. Working with Mike Hau on the 2016 World Wood day in Katmandu.
- Efforts undertaken in Puerto Rico are continuing to go well. The San Juan chapter is up and running with 35 chapter members and growing.
- A proposal will be shared with the Board in February for a teaching project in Honduras.
- Phil commented that we will put more emphasis into finding national publications as outlets for publishing the successful outcomes of our international efforts

Women in Turning Committee, Kathleen Duncan reporting

- The committee has drafted a strategic plan. Working closely on initiatives with chapters presents opportunities. Donations to the AAW WIT fund in 2015 exceeded \$21,000. Acknowledgement was given to Suzanne Kahn, WIT Committee member for her results in securing donations.

Exhibitions and POP Committees, Art Liestman reporting

The committee chair is finalizing the composition of the POP and Exhibitions Committees. Art also indicated that all committee members must receive the AAW Governance Policy document and will need to sign the acknowledgement forms.

SCHEDULING BOARD POLICY HANDBOOK REVISIONS

Phil McDonald briefly outlined plans for the next revisions of the AAW Board Policy Handbook. The goal is to completion the revisions by May 1 to correspond with the closing of the Board

UNFINISHED BUSINESS ALL

The board continued that was tabled on Saturday about the Positioning Initiative that tabled on Saturday.

Further discussion followed about the communications plan. Louis described the communications matrix, identified three blocks of communications. The plan is designed to track and communicate: results of 3 year plan; implementation progress on individual initiatives; and benefits to members.

Louis then described the charge of the proposed Positioning Initiative Oversight Committee. This new committee will replace the previous Members and Chapters Committee.

NEW BUSINESS – ALL

Greg Schramek introduced a resolution to address a vacancy on the Endowment Trust do to the recent resignation of an incumbent Trustee.

RESOLVED

- 1. As President, I (Greg Schramek) nominate David Wahl to serve the remainder of Joel Rakower's position on the MW Memorial Endowment and the Daphne Osolnik Endowment. This term ends July 25, 2016.*

Jeff Brockett moves to accept the resolution as written for adoption by the Board of Directors. Wayne Furr seconded the motion. Motion carried unanimously.

FURTHER RESOLVED

- 2. As President, I (Greg Schramek) nominate David Wahl to serve as a member of the AAW Memorial Endowment and the Daphne Osolnik Endowment committee for a three year term beginning July 25, 2016 and ending July 25, 2019.*

Kathleen Duncan moved to accept the resolution as written for adoption by the AAW Board of Directors. Jeff Brockett seconded the motion and the motion was carried unanimously.

Jeff Brockett provided observations about possible future changes to the AAW Symposium and reflected on the recommendations advanced last summer by the

Symposium Idea Work Group. The Board endorsed ending the Chapter Collaborative Challenge for Atlanta due to low participation over the past several years.

DATES FOR UPCOMING BOARD MEETINGS

- February 17th
- March 16th
- April 20th
- May 18th
- June Atlanta Board Meeting: June 7th, 8th, and 13th (Fly-in June 6th)

CLOSING REMARKS

Greg Schramek thanked all of the board members and staff.

ADJOURN

Motion: Jeff

Second: Wayne

Ended 11:28am