

American Association of Woodturners

Board of Directors Meeting

Tuesday, June 7, 2016

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at 8:44 a.m. eastern time on Tuesday, June 7, 2016, at The Westin Peachtree Plaza, in Atlanta, Georgia, with President Greg Schramek presiding, following a brief Executive Session called by Denis Delehanty.

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

APPROVAL OF MINUTES

The minutes of the May 18, 2016, Board meeting were reviewed. John Ellis made a motion to accept the minutes as written. Jeff Brockett seconded the motion, and the minutes were unanimously accepted.

TREASURER'S REPORT

Joe Dickey summarized the May 2016 financial reports and noted the following points:

- Net income unadjusted year-to-date was \$358k, which is \$193k favorable to budget.
- The 2016 year-end forecast for net income is \$13k, which is \$16k unfavorable to budget.
- "Cash on Hand" at May 31, 2016 was \$720k.
- The year-end forecast for "Cash on Hand" is \$495k.

Joe noted that Symposium registration income is under budget, but the expected financial outcome is still expected to be near budget. He also reported that the May membership acquisition count was above the target but dues income was down slightly.

Joe presented an updated assessment of our restricted reserves balances. He explained the important of monitoring this as it is an indicator of financial health. Improvement to our restricted reserves balances have progressively been made since 2012.

He also mentioned that he is contemplating providing enhanced perspectives on our financials, as in using pie charts in the *American Woodturner* journal to help members understand where dues revenue is going.

Resolution to Accept the 2015 Audited Financial Statements

Joe Dickey explained that the final report of our 2015 audited financial statements was received by our independent auditor. On behalf of the Finance Committee, Joe presented the Board with a resolution to accept the auditor's report.

***RESOLVED**, upon recommendation of the Treasurer and with the consent of the Finance Committee, the AAW Board of Directors accepts the 2015 audited financial statements as presented by our independent auditor.*

A Board vote was convened and the resolution was accepted unanimously as presented.

EXECUTIVE DIRECTOR'S REPORT

Conference Management Services

Phil McDonald reported that the proposal evaluation team has shortlisted the respondents to two firms: Conferences Direct, and the incumbent, Complete Conference Coordinators (CCC). He is confident that the evaluation process being led by the team, which includes Jeff Brockett, Wayne Furr, Linda Ferber, and himself, will be able to make a final decision following the Atlanta symposium.

2017 Chapter Scholarship Program

Phil McDonald facilitated a discussion about whether the Chapter Scholarship Program should continue in its present form, be modified in any way, or possibly be replaced. He noted that in the three years of the program, 84 scholarships have been awarded for tuition only. The amount available for distribution will be \$9,900 for 2016. He stated that any decision should be filtered against the Vision 2020 plan.

John Ellis indicated he feels the program is a disincentive for those who reside outside the eastern states and suggested that schools west of the Mississippi be identified. He explained that to make Vision 2020 a success, all Board members need to look for ways to modify and direct things in concert. The scholarship program is a good example.

Louis Vadeboncoeur made a motion that AAW use the funds to launch a "Train the Trainer" demonstrator development program. Denis Delehanty seconded the motion.

John Ellis made a revised motion to re-direct funds from the current Chapter Scholarship Program to a demonstrator education and development program. Wayne Furr seconded the motion.

A Board vote was convened and the motion failed.

Greg Schramek stated the Chapter Scholarship Program discussion will be resumed after more input from other sources is obtained such as the Professional Outreach Program (POP) committee.

Membership

Phil McDonald reported that membership acquisitions exceeded May 2016 targets. A total of 610 renewals and new memberships were recorded, compared with the 550 target. As part of the 2016 membership recruitment dashboard, AAW is also beginning to track paid conversions from the “Guest” membership program. Elements of the member publications and services brochure will be included in the membership brochure, which is due to be updated. Phil explained that AAW has never reported the impact of the “Family” membership. Each “Family” membership counts as only one member. “Associate” family members are not counted individually.

Linda Ferber stated that “Guest” membership marketing emails have been sent out to an initial list of targets including, a purchased list (acquired for the Symposium promotions); individuals who signed up to receive more information about AAW at the Woodworker Shows, and names received from chapters. More than 100 individuals have signed up for “Guest” memberships to date. Additional membership marketing plans include a “Pay if Forward” campaign (similar to the Women in Turning committee’s membership drive), where a member purchases a membership for someone new.

PLANNED GIVING PROGRAM

Joe Dickey suggested that the AAW formulate a planned giving program to increase contributory revenue. He indicated that AAW’s member demographics are ideally suited to a planned giving effort and many members have admitted that woodturning has changed their lives. Joe noted that people give to “causes” not “organizations,” so programs such as Turners Without Borders, the Educational Opportunity Grant (EOG) program, Women in Turning (WIT), and other “causes” would need to be the beneficiaries of a planned giving effort. He stated that a program could be launched without a lot of effort.

Phil McDonald acknowledged the need to create the infrastructure and core competencies to support more elaborate planned giving methods.

Because it involves fundraising, John Ellis asked that the Fundraising Committee be included in further discussion on the topic.

Greg Schramek recommended the issue be studied further and requested that Joe Dickey and John Ellis seek approval from the Finance Committee for a Planned Giving Program before resuming Board discussions.

MEMBERSHIP DUES INCREASE

Joe Dickey introduced the need for a dues increase and explained the need for a membership dues increase to help build AAW’s financial strength through its unrestricted revenues. Previous dues increases were put into effect in 2014 and in 2012.

A dialogue on the topic ensued with various among those present expressing ideas and concerns. Louis Vadeboncoeur noted that Vision 2020 requires an investment. If AAW increases the number of its members, membership income increases. An investment in AAW’s

future will make other benefits available to members.

Art Liestman introduced the need to remain responsive to the needs of international members and he proposed that all members should pay \$55 U.S. regardless of where they are in the world.

Louis Vadeboncoeur summarized the conversation by stating that the conclusion is that AAW implement a membership dues increase and make a significant push for memberships, which is a requirement for Vision 2020. He recommended that the increase should be linked to new investments in member benefits.

John Ellis made a motion to approve an AAW membership dues increase of \$5 for all membership types (excluding supporting, benefactor, patron levels) effective October 1, 2016, bringing a general membership from \$55 to \$60. Additionally, dues for international memberships will be equivalent to U.S. membership rates and based in U.S. dollars before exchange rates are applied. Wayne Furr seconded the motion, and the increase in membership dues and change in international dues were unanimously accepted.

VISION 2020 OVERSIGHT COMMITTEE UPDATE

Louis Vadeboncoeur, John Ellis, and Phil McDonald explained that the Board needs to be unified about the Vision 2020 strategy and specifically where financial investments will be made. Drafted Vision 2020 messages have been tested in small groups. The narrative alone lacked the perception of “process,” and the Vision 2020 matrix can be a useful prop to illustrate process. The plan needs to be embraced by the Board and kept at the forefront of all business decisions. Members who are interested in participating in Vision 2020 should contact Louis.

NOMINATING COMMITTEE UPDATE

Candidate Videos

Jeff Brockett explained that a 3-minute video featuring each Board candidate will be placed on the website for member viewing during the voting process. In the videos, each candidate will describe what they have to offer the Board and AAW.

Changes to Board Election Process

- 1) On behalf of the Nominating Committee, Jeff Brockett recommended that the Board have a policy regarding travel expenses for any international board members since the costs will be substantially higher and expense control needs to be considered. It was determined by the Board that the language in the existing Board policies is currently sufficient.
- 2) Jeff Brockett recommended that every three years, the Board should evaluate whether to appoint a Board member to fulfill any expertise gaps identified by the Board. The appointed “Board Member of Need” selection would be based on Board consensus.

Jeff made a motion to amend the AAW Bylaws so that the Board would continue to

consist of nine Board members, and that the Board would appoint a “Board Member of Need” with every third election cycle. He noted that the revised Bylaws must be voted on by membership and recommended the Board authorize the Executive Director to initiate the Bylaws revision process. Wayne Furr seconded the motion. A Board vote was convened and the motion failed.

Phil McDonald agreed to research how other nonprofit membership organizations make board selections by appointments and he will present this to the Nominations Committee for review.

- 3) On behalf of the Nominating Committee, Jeff Brockett recommended that the Board election process be reduced by 30 days due to low voter turnout. Early voting would take place at the Symposium.

Greg Schramek voiced a concern that the location of the Symposium would likely sway votes toward local candidates.

Phil McDonald advised that such a modification would require an AAW Bylaws change.

Jeff indicated he will bring this issue back to the Board for discussion at the July Board meeting.

The Tuesday session went into recess.

American Association of Woodturners

Board of Directors Meeting

Wednesday, June 8, 2016

CALL TO ORDER

The June meeting of the AAW Board of Directors was reconvened at 8:30 a.m. eastern time on Wednesday, June 8, 2016, at The Westin Peachtree Plaza, in Atlanta, Georgia, with President Greg Schramek presiding.

Board members present were Jeff Brockett, Denis Delehanty, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, Art Liestman, and Louis Vadeboncoeur. Staff members present were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend. Also in attendance were David Ellsworth and Barbara Crockett.

POP COMMITTEE UPDATE

Exhibitions

Art Liestman reported that AAW's 2017 Exhibitions will be themed "*Waves of Grain*" for the Educational Opportunity Grant (EOG) program, and "*The Sphere, Second Round*" for the Professional Outreach Program (POP) committee.

Promotional POP Video

Professional Outreach Program (POP) committee co-chairs Barbara Crockett and David Ellsworth joined the meeting.

Barbara Crockett indicated that POP is becoming more of a working committee. She distributed a handout with a description of POP, its current initiatives, and committee members. Barbara noted that the woodturning collector's market is shrinking and there is a critical need to cultivate a younger generation of collectors.

David Ellsworth informed the board on several current issues facing professional artists including the declining base of wood art collectors. David also presented the benefits of the proposed POP Learning Library video initiative.

Louis Vadeboncoeur suggested that the POP committee work closely with John Ellis to develop learning strategies in connection with Vision 2020.

ATLANTA SYMPOSIUM LOGISTICS REVIEW

Gail Olmsted of Complete Conference Coordinators (CCC) joined the meeting. Gail reported that she is pleased with the Symposium setup process and her team is a day ahead of schedule in some areas. She noted that AAW was able to move into the 4th floor a day early. Gail indicated that the dock space is tight. The AmericasMart A/V set up is on schedule. The Exhibitions area is currently being set up and AAW was given access a day early. The Registration area is currently being assembled. There will be a refined concessions plan with competitive price points. Exhibitors can order a box lunch to be delivered to their booth. CCC's office will be on the 4th floor. Board members were advised not to bring people into spaces during move in.

HONORARY MEMBER NOMINATIONS

Jeff Brockett reported that Joe Ruminski was selected as AAW's Honorary Lifetime Member for 2016. The Board discussed other potential future honorees.

BOARD ACTIVITIES DURING SYMPOSIUM

Phil McDonald summarized the Symposium schedule and timing of meetings following the Symposium for the Board.

He noted that Josh Friend and Art Liestman will represent the AAW Board at the opening of *"Turned and Sculpted: Wood Art from the Collection of Arthur and Jane Mason,"* which will take place at the Georgia Museum of Art in Athens, Georgia, on June 8, 2016.

John Ellis reviewed Symposium safety requirements for the Board. He noted that all Board members should take an active role to ensure that AAW's safety requirements are being met.

FUTURE SYMPOSIUM STRATEGIES

Jeff Brockett summarized the Symposium Committee report for the Board. He noted that for the 2017 Symposium, in Kansas City, it is important that AAW define how to differentiate the event from regional symposia and how to control costs. Jeff provided a current assessment of the costs to equip a typical demo room. He noted that reduced the number of demonstration rooms and considering other programming changes, the savings would be considerable.

Jeff presented a series of proposed ideas to be considered as planning for Kansas City gets underway to differentiate the AAW Symposium from regional events and control costs:

The Wednesday Session Went into Recess.

American Association of Woodturners
Board of Directors Meeting
Monday, June 13, 2016

CALL TO ORDER

The June meeting of the AAW Board of Directors was reconvened at 8:00 a.m. eastern time on Monday, June 13, 2016, at The Westin Peachtree Plaza, in Atlanta, Georgia, with President Greg Schramek presiding.

Board members present were Jeff Brockett, Denis Delehanty, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, Art Liestman, and Louis Vadeboncoeur. Staff members present were Linda Ferber, Phil McDonald, Tib Shaw, Jane Charbonneau, and Kim Rymer. Also in attendance were Al Hockenbery, Linda Britt, Steve Pritchard, Shaun McMahon, Rich McCartney, and Gail Olmsted.

2016 SYMPOSIUM WRAP UP

Greg Schramek facilitated a symposium feedback session and asked meeting participants to share feedback regarding the 2016 Symposium.

General

- It is important to continue to reinforce safety.
- Catering and concessions were major problems. Food lines were too long.
- People with mobility issues did not have clarity of access and pathway. AAW needs to create a separate handicapped wayfinding plan.
- There were major parking issues on Thursday. The lots were overfull and didn't open until 9 a.m. Parking Panda was difficult to work with.
- There were problems with dock staff pretending not to speak English. Large item move out, required security, and staffing. There were little kids running around on the docks, which was a safety issue.
- Consider granting our photographer a full access badge.
- AAW needs earlier, more structured rehearsals for general assemblies.
- Getting access on Tuesday is imperative for local deliveries, signage placement, etc.
- Priority move-in was well-received.

Demonstrators/Demo Rooms

- Some demonstrators would have been better placed in larger rooms due to accommodate the demand.
- Demonstrators need to make wood requests further in advance.
- AAW needs to put WD40 on all demonstration room doors so they don't squeak.
- Demonstrators need to use the same terminology.
- The number of tables needed in demonstration rooms was the highest ever. Demonstrators were not sharing tables.
- The video crew from IWCS got too close to demonstrators and blocked attendees' view,

in addition to creating a safety concerns.

- Demonstrators need to know how and where they can unload.

A/V

- A camera problem involving the boom not focusing on the tool touching the wood was reported.
- When demonstrators bring their presentations on a device, it's important to find out what they are bringing and how they are bringing it (in case it's odd-ball equipment). Also, demonstrators should provide a flash drive backup in case their equipment does not work with AAW's video equipment.
- There needs to be a discussion with demonstrators about using face shields and microphones together.
- Demonstrators like having the same videographer.
- AAW needs to provide a flashlight for each videographer to illuminate the inside items being turned (bowls).
- There was a problem with power when moving turning equipment (band saw, etc.) and plugging it into AV power.

Schedule

- The chapters and members meetings need to be highlighted to increase participation and attendance. Agenda/topics for these meetings could also be emphasized.

Registration

- Wrist bands are difficult to accurately track. Approximately, 1,373 red wrist bands (general public) and 550 blue wrist bands (members/spouses/family) were distributed.
- Locating Merchandise next to Registration was positive.
- AAW should consider a kiosk/booth where people can be guided through AAW's website and services. There could be a TV in the lobby area with a PowerPoint about the AAW services, or a laptop that says, "Try Me!"
- All credentialing (nametags, etc.) should be moved to Registration.

Exhibitions/Instant Gallery/Beads of Courage/Empty Bowls

- There are pluses and minuses associated with locating the Exhibitions in the Instant Gallery space. Exhibition space needs to be more clearly defined and access points need to be limited. Volunteers were confused about the difference between Exhibitions and the Instant Gallery.
- Synch the times of the Exhibitions and Instant Gallery or separate them.
- Instant Gallery tables should be moved closer to the Instant Gallery desk to more closely supervise the space and eliminate the empty looking void.
- The Symposium seemed to emphasize Beads of Courage over Empty Bowls. Approximately \$6,000 was raised from 380 of bowl sales. There were too many bowls in the less than 5" size.
- The charity who is the recipient of the Empty Bowls fundraiser, should provide their own volunteers.
- There should be a bell/announcement about when the Instant Gallery will be closing.

Trade Show

- DIY tables should be continued, good for experience.
- Put Trade Show vendor ambassadors in a more visible place.
- Waxy wood created slippery areas. Vendor ambassadors used to have brooms.
- Consider a ribbon cutting for Trade Show.
- The noise from some vendors negatively impacted other vendors.
- Vendor ambassadors need Windex.
- Consider moving adult hands-on room to Trade Show.
- Erica Nelson had an opportunity to speak with all Trade Show exhibitors with almost no negative feedback.
- Need to amp-up the vendor experience, parking, etc.
- There should be a bell/announcement about when the Trade Show will be closing.

Youth Program

- Locating the Youth Program to the Trade Show was good for exposure.
- Recommend a hard wall separation for the Youth Program from the rest of the Trade Show due to noise.
- Sometimes demonstrators and assistants in the Youth Program area were only wearing goggles.

Volunteers

- Put the Volunteer Handbook online.
- Committees with national liaisons should get either involved earlier, or not at all.
- Instant Gallery volunteers need more information.
- Volunteers need to be identified and credentialed for their area of responsibility.

Tool Room

- The Demonstrator to Tool Room communication could be improved.
- Some of the poly carb safety shields were too thin.

Jeff Brockett reported that the Volunteer Handbook needs to be updated. Board members should deliver comments/changes to John Ellis and Jeff Brockett by August 1, 2016.

Phil McDonald reported the preliminary unofficial Symposium registered attendance count of approximately 1,325.

UPCOMING BOARD MEETING DATES

Greg Schramek confirmed the Board meeting dates for the remainder of 2016, as follows:

- July 20 - Teleconference
- August 17 - Teleconference
- September 14 - Teleconference
- October 19 - Teleconference
- November 11 (fly-in), 12, 13 in St. Paul
- December 14 - Teleconference

He noted that participation in the Board meetings is critical to the success of Vision 2020.

UNFINISHED BUSINESS

Greg Schramek indicated that the topic of adding an “Appointed” Board member will be put on the July or August agenda for follow-up.

NEW BUSINESS

Various topics including Vision 2020 member communications, the support given to AAW by the organizers of regional symposia to help promote AAW membership, and the need to identify volunteers to support the introduction of more videos into the new AAW VideoSource site.

ADJOURNMENT

Louis Vadeboncoeur made a motion to adjourn the meeting. Jeff Brockett seconded the motion and the meeting concluded at 11:14 a.m. eastern time, on Monday, June 13, 2016.

Respectfully submitted,
Kathleen Duncan, Secretary