

American Association of Woodturners

Board Meeting

Wednesday August 17, 2016 - 6:00 p.m.

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened by teleconference at 6:02 p.m. central daylight time on Wednesday, August 17, 2016, with President Greg Schramek presiding.

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

APPROVAL OF MINUTES

The minutes of the July 20, 2016, Board meeting were reviewed. Wayne Furr made a motion to accept the minutes and John Ellis seconded the motion. The minutes were unanimously accepted as written.

FINANCE COMMITTEE REPORT

July Financial Reports

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

- Net income unadjusted year-to-date was \$211.6k, which is \$89.35k favorable to budget.
- The 2016 year-end forecast for net income is \$25k, which is \$4.6k unfavorable to budget.
- “Cash on Hand” at July 31, 2016 was \$530k.
- The year-end forecast for “Cash on Hand” is \$546k.

The major Symposium receivables are in and on track. The final expense for the decorator and dock management services was higher than budgeted. While the conference coordinator has negotiated the bill down slightly, the invoice has not been approved pending direct dialogue with the contractor. Additionally, AAW received an \$8,330 credit from the Atlanta catering contractor as restitution for the unacceptable concessions and catering services throughout the event. The final Symposium gain is anticipated to be about \$73k, which is on track with budget.

AAW has been informed by its independent auditor that the draft 990 tax returns are nearly complete and will be presented before September 15, 2016.

Greg Schramek noted that the 2017 budget development process has started and committees will be contacted to determine whether they have any budget items to be included.

Phil McDonald explained that it is his responsibility to draft and present the preliminary budget proposal and document underlying assumptions. He stressed that all new initiatives should ideally be linked to the Vision 2020 strategy. The 2017 budget packet will be provided to the Board in early October following initial review the Finance Committee.

EXECUTIVE DIRECTOR REPORT

Conference Coordinators Transition

Phil McDonald stated that he will update the Board regularly on the transition to ConferenceDirect (CD). The representatives for CD, Patty Kealy and Susan Tobin, will be part of the planning contingent during the upcoming site visit to Kansas City. AAW has recently provided CD with a “data dump” of Symposium details, contracts etc.

The 2019 host city selection strategy has been addressed with CD. Jeff Brockett mentioned that multi-year options will be given consideration and could provide incentives, including the possibility for a three-year rotation.

Membership Report

Phil McDonald reported that the new Guest Membership category has been added to the membership tracking reports. He noted that the reports indicate that AAW is on course for higher retention in 2016 as compared to 2015, and that the reports illustrate the need for prioritizing bringing in new outside members.

Furniture Society

Last July, relationships were established with the Association of Woodworking & the Furniture Society when Tib Shaw and Linda Ferber represented AAW as part of the 2015 AAW educators and student exhibits at their conference in Las Vegas. The Furniture Society recently reached-back to begin dialogue about entering-into a planning collaboration. AAW could potentially develop a collaborative relationship that could be a model for future partnerships. Opportunities being explored include: membership reciprocity, conference pairing, communication coordination, publication sharing, and operational benchmarking. Phil noted that he will circulate a white paper on this topic among the Board.

Atlanta Symposium

Final registration for the Atlanta Symposium was 1,312. In addition the AAW distributed 1,300 wristbands (some of which were duplicated), however AAW can conservatively

estimate the Symposium attracted between 800-1,000 non-registered guests, which means there were more than 2,000 people onsite for event.

FORMULATING A SALES FUNCTION

Greg Schramek explained that the topic of adding a sales function to support AAW membership was discussed in a Finance Committee meeting. The notion is that AAW is doing “marketing,” but it is not performing “sales.” This topic is important because AAW needs to place significant emphasis on increasing new memberships.

Phil McDonald noted that the present strategy for recruiting through Chapters which relies heavily upon chapter officers selling AAW is producing marginal results. Alternative sales strategies are needed, and the Board was asked for ideas on this subject.

Some of the ideas shared during the teleconference included the following:

- Sales could be done on a commission/draw basis.
- Chapter/AAW member list exchange could be considered.
- Member volunteers, staff at regionals, and/or successful chapter leaders could perform sales functions.
- AAW could work with Chapters to create synergy, offer discounted first year membership.

There was discussion about various approaches using volunteers.

Phil McDonald stated he will deliver a proposal to the Oversight Committee and noted that if there is an upfront investment, there would be an expected payoff.

Greg Schramek asked Board members to continue percolating on the topic.

OVERSIGHT COMMITTEE

Louis Vadeboncoeur stated that the Oversight Committee is preparing a master schedule.

HONORARY MEMBER SELECTION

Jeff Brockett reported that John Jordan has submitted two names for potential Honorary Lifetime Membership and will provide a write up for each.

BOARD CANDIDATE VOTING

Jeff Brockett reported that only 168 votes have been cast to date for 2017 Board candidates. Last year at this time, 545 votes had been cast.

SYMPOISUM SELECTION

Jeff Brockett reported that his committee will convene a teleconference on August 18, 2016, during which they will finalize the selected demonstrators list for the 2017 Symposium. He noted that no more than 10 additional demonstrators will be chosen. Jeff also anticipates a preliminary/draft schedule will be available around the first part of October.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

UPCOMING MEETINGS

- September 14th - Teleconference
- October 19th - Teleconference
- November 12th, 13th (Saint Paul; Friday, 11/11 fly-in day)
- December 14th - Teleconference
- January 14th, 15th (Kansas City; Friday, 1/13 fly-in day)

All teleconference meetings are scheduled for 6:00 p.m. central time.

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Wayne Furr seconded the motion and the meeting concluded at 7:35 p.m. central daylight time, on Wednesday, August 17, 2016.

Respectfully submitted,

Kathleen Duncan, Secretary