

American Association of Woodturners

Board Meeting

November 12-13, 2016

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at the St. Paul, Minnesota, office at 8:30 a.m. central daylight time on Saturday, November 12, 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. New 2017 Board members present were David Heim and Molly Winton. Staff members who participated were Linda Ferber, Phil McDonald, and Editor Josh Friend. Board member Art Liestman was absent, and staff member Kim Rymer was absent until 1:00 p.m. on Saturday.

EXECUTIVE SESSION

Staff was excused for an Executive Session until 9:34 a.m.

APPROVAL OF MINUTES

The minutes of the October 19, 2016, Board meeting were reviewed and unanimously accepted as written.

FINANCE COMMITTEE REPORT

October Financial Reports

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

- Net income unadjusted year-to-date was \$160k, which is \$91k favorable to budget.
- The 2016 year-end forecast for net income is \$53k, which is \$24k favorable to budget.
- The year-end forecast for "Cash on Hand" is \$620k.

Auditor

Phil McDonald indicated he consulted with the Finance Committee on the recommendation that the Board reengage Olsen Thielen & Co., Ltd, Certified Public Accountants, to audit AAW's financial nonprofit tax returns for 2016 and administer Board elections for 2017.

Joe Dickey made a motion to appoint Olsen Thielen as the AAW auditor for 2017. Louis Vadeboncoeur seconded the motion. Furthermore, Joe Dickey made a motion to approve the 2016 Minnesota Charitable Organization report. The motion was seconded by Wayne Furr and both motions were unanimously accepted by the Board as follows:

RESOLVED, that the corporation be, and hereby is, authorized to approve the contents of the 2016 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.

2017 Budget

Phil McDonald explained that the 2017 budget discussions began in October and that the largest expenses are the symposium, the *American Woodturner* journal, and administration. He noted that past membership growth has averaged about 2%, and the 2017 income assumption is \$820k to \$890k. This will involve a growth assumption of about 10%. Phil explained that any new investments related to VISION initiatives would need to be financed out of the proposed net gain.

Phil stated that the AAW could benefit from a competent sales force and that AAW needs to arm people with better information so they can recruit on behalf of AAW. The Board discussed recruiting efforts and Phil explained that as part of Vision 2020 there is a Recruitment Project Team that has conducted a survey to collect insights and member vs. non-member needs.

The Board discussed the growth rate, and it was suggested that new demographic groups (younger turners and women turners) be targeted.

New Spending Proposals

Symposium AV Equipment

Jeff Brockett reported for 2016 the Symposium Committee has decreased rooms from 14 to 12 to reduce expenses. To control expenses further, the Finance Committee recommended the purchase (capital investment) of \$30k in AV equipment, including large (60-67") flat screen HDMI televisions, stands, and miscellaneous equipment. The new equipment would offer a true HDMI experience, clear pictures, and the house lights will not need to be dimmed. This will also allow AAW to capture and record video. The cost of equipment would be fully recovered in year two and the equipment should be able to be used for a minimum of 5 years.

Jeff Brockett made a motion to approve the purchase of \$30k AV equipment. Wayne Furr seconded the motion, which passed unanimously.

SOFA Chicago 2017

Phil McDonald explained that SOFA (Sculpture Objects Functional Art) in Chicago is the premier art exhibit dedicated to three-dimensional art and design. It is an opportunity for a very limited number of artists to show their work and make a sale. Phil indicated

that SOFA would give AAW additional visibility and that Tib Shaw could develop the AAW show. He proposed that the AAW apply to SOFA for 2017 for a cost of \$10k.

Denis Delehanty made a motion to spend \$10k and apply to SOFA for 2017. Jeff Brockett seconded the motion, which passed unanimously.

SYMPOSIUM COMMITTEE

2017 Kansas City

Jeff Brockett reported that the demonstrator line-up is complete, lathe requests have been made, demonstrator wood and equipment needs have been received, and youth instructors have been finalized. He noted that the POP Committee is moving forward with panelists and that vendor contracts are being processed.

2018 Portland

Jeff Brockett reported that there will be 10 demonstration rooms in Portland; that 14 demonstrators were invited, and 13 have confirmed.

Future Symposium Sites

(This section has been removed until details are finalized and the Board makes a formal announcement to AAW members at a future date.)

OVERSIGHT COMMITTEE

New Product Marketing Policy

John Ellis presented for discussion a draft of a marketing strategy for new products. He explained that the purpose of the policy is to apply a consistent procedure, approach, and maintain a clear marketing strategy to avoid issues related to access and preferential treatment. John noted that AAW must take care not to provide open access later taking it away, and that trial services need to be clearly identified as such.

Phil McDonald explained that AAW has a variety of full, tiered memberships and a free guest membership. Cases of offering free items for lapsed members are limited. He noted that AAW Video Source and the AAW Forum are both in the public domain. AAW EXPLORE! is not the same model and requires access through the AAW member wall.

FURNITURE SOCIETY COLLABORATION

Phil McDonald asked the Board to approve a generalized agreement to explore collaborations with the Furniture Society. He explained that the executive director of the Furniture Society suggested a potential conference pairing opportunity for Kansas City and the ED thinks the Furniture Society could bring in about 150 attendees. Phil indicated he is seeking approval for a dialogue and would provide the Board operational and action plans for review in December or January.

Joe Dickey made a motion to authorize the AAW's executive director to enter into further discussions with the Furniture Society with the goal of developing a collaborative proposal to be presented to the Board for approval. Jeff seconded the motion, which was unanimously approved.

BRAND POSITION: AAW ONLINE

Phil McDonald explained that AAW should address the needs of the younger (<65) demographic, recognize opportunities, and become a portal to access online information. AAW needs to get people to the website for a customized experience based on skills, interests, etc. He suggested that AAW test the concept of capturing symposium content and make it available to those who did not attend through on-demand access to packages of premium content. A business model needs to be developed.

Kathleen Duncan suggested a token of appreciation for Dave Mueller and John Kelsey for their work in developing AAW EXPLORE! She expressed concern about the work required to eventually merge EXPLORE! and VideoSource, as well as the ongoing maintenance.

Louis Vadeboncoeur presented a wheel illustration with AAW's current services and upcoming services.

EDITOR'S REPORT

Josh Friend explained that he has been the *American Woodturner* editor since May 2014, and that he encourages ongoing discussion about journal content. He indicated that All AAW publications should come under the same umbrella for consistency, quality, etc. Josh presented a white paper regarding an integrated editorial model for discussion. He reported that he is contracted for six years of the AW journal only, however an integrated model would require additional, delegated resources. He doesn't want the journal to be compromised.

Greg Schramek asked Josh to write up a recommended strategy complete with the steps and related costs.

NOMINATING COMMITTEE

Jeff Brockett reported that the Board election ended with a few more votes compared with the previous year. Due to technological advancements, he indicated that the voting period goes on for too long. Decreasing the time period for voting would require a Bylaws change.

Jeff Brockett made a motion to amend the Bylaws to reflect a change in the Board election period to August 1 through August 31. John Ellis seconded the motion, which was passed unanimously.

HONORARY LIFETIME MEMBER

On behalf of the Nominating Committee, Jeff Brockett made a motion that the Board select Clay Foster as the Honorary Lifetime member for 2017. Wayne Furr seconded the motion, which was unanimously accepted.

REGIONAL SYMPOSIA

Jeff Brockett reported that the Symposium Committee performed research on regional symposia. Steve Mellott surveyed 27 regional symposium coordinators and received 11 responses. The results are interesting and it's an excellent template. He noted that the results showed that 3-4 regional symposia are ready to dissolve, as well as who is (and is not) a good demonstrator.

WOMEN IN TURNING COMMITTEE

Kathleen Duncan provided an update on WIT Committee activities as follows:

- The Board had suggested two 2017 Kansas City Symposium areas for a WIT table, which they liked.
- WIT is developing a list of women demonstrators for chapters and vendors.

- WIT would like to put its restricted funds to use and are developing an outreach grant program, which targets bringing women into woodturning. The WIT Committee plans to evaluate grants quarterly (deadlines are January 31, April 30, July 31, October 31) with the first grants awarded in January 2017.
- Andi Wolfe is the new editor of the WIT quarterly newsletter.
- WIT's proposal for an exhibition at the Appalachian Center for Craft in Smithville, TN, was accepted and will offer space for 25-28 women to display their art. The exhibition will run from January through March 2018.

CONFERENCE DIRECT ENGAGEMENT

Phil McDonald reported it has been an easy transition from CCC to Conference Direct and that he is monitoring the situation closely. To date, the deliverables have been consistent and the communication continuity has been stellar. Conference Direct activities will pick up soon in preparation for Kansas City.

2017 BOARD OFFICERS

On behalf of the Nominating Committee, Jeff Brockett recommended the following Board members for roles as 2017 Board Officers: President-Greg Schramek, Vice President-Jeff Brockett, Secretary-Kathleen Duncan, and Treasurer-Joe Dickey.

Wayne Furr made a motion to accept the Nomination Committee's recommendation for 2017 Board Officers. Kathleen Duncan seconded the motion, which was accepted unanimously.

BOARD HANDBOOK

Phil McDonald explained that the office will be looking to committee chairs to assist with keeping the Board Handbook up to date. Jeff Brockett has recently updated the sections on Symposium Policy and Procedures for a December 15 update.

Committee Chairs should review their sections for a new update in Spring 2017.

BOARD OF ADVISORS AND COMMITTEE CHAIRS

Greg Schramek listed all of the 2017 committee chair and liaison assignments. Greg further explained that previously it was the responsibility of the outgoing President to appoint the Board of Advisors and Committee Chairs, which was not feasible. He said that the Advisory Board should be selected based on involvement and desire to serve.

REGIONAL SYMPOSIUM SCHEDULE

Greg Schramek encouraged Board members to attend Regional Symposia and asked them to contact Linda to get AAW material for distribution.

John Ellis noted that Phil provided a PowerPoint, which was useful.

Molly Winton reported that she will be demonstrating and attending the Alaska symposium.

UNFINISHED BUSINESS

Face-To Face Board Meetings

Denis Delehanty asked whether the Board had considered not sending the Board to Kansas City January.

Greg Schramek explained that the topic has been discussed, that the Board is more productive in face-to-face meetings, and that he argues against reducing the number of in person meetings. Additionally, hotel concessions are a part of the negotiation process and the convention center picks up a portion of the expense. He suggested that the topic be added to the January 2017 Board agenda.

Conflict of Interest

John Ellis asked whether Board members will need to sign a Conflict of Interest statement for 2017.

Greg explained that once the statement is signed during a Board member's term, the Conflict of Interest is considered signed for the duration of the Board member's term. All new Board members will need to sign the Conflict of Interest statement.

Kathleen Duncan noted that all Committee members need to sign the Ethics statement.

NEW BUSINESS

None

UPCOMING MEETINGS

- December 14th - Teleconference
- January 14th, 15th in Kansas City; Friday, 1/13 fly-in day)
- June 20th, 21st, and 26th in Kansas City

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

ADJOURNMENT

Denis Delehanty made a motion to adjourn the meeting. Jeff Brockett seconded the motion and the meeting concluded at 9:45 a.m. central daylight time, on Sunday, November 14, 2016.

Respectfully submitted,

Kathleen Duncan, Secretary