

American Association of Woodturners

Board Meeting

January 14-15, 2017

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened in Kansas City, Missouri, at 8:36 a.m. central daylight time on Saturday, January 14, 2017, with President Greg Schramek presiding.

Board members in attendance were Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, David Heim, Louis Vadeboncoeur, and Molly Winton. Staff members present were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

APPROVAL OF MINUTES

The minutes of the December 14, 2016, Board meeting were reviewed. Jeff Brockett made a motion to approve the minutes with two corrections. David Heim seconded the motion and the minutes unanimously accepted with two corrections.

FINANCE COMMITTEE REPORT

December “Preliminary” Financial Reports

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

- Net income as of December 31 was \$95.7k, which is \$66k favorable to budget.
- The 2016 year-end forecast for net income is \$56k, which is \$28k favorable to budget.
- The year-end forecast for “Cash on Hand” is \$578.4k.

He noted that the income statement forecasts reflect early, but near complete views of the actual positions as of December 31, 2016. All known and anticipated remaining payables and receivables are factored into the updated forecasts.

AAW Endowment Trustees

The present three trustees of the AAW Memorial Endowment and the Daphne Osolnik Endowment are John Hill, Philip Hauser, and Dave Wahl. Endowment trustee Philip Hauser was appointed on July 25, 2011, for three years to expire July 25, 2014. Philip was reappointed for three more years expiring July 25, 2017, and has agreed to serve for an additional three-year term if the board chooses to reappoint him.

Joe Dickey made a motion to reappoint Philip Hauser to an additional three-year term as a trustee for the endowment trusts. Jeff Brockett seconded the motion and the board unanimously approved the reappointment of Philip Hauser as a trustee for the AAW Memorial Endowment and the Daphne Osolnik Endowment trusts.

SYMPOSIUM COMMITTEE

2017 Kansas City

Jeff Brockett provided an update on the status of symposium planning and activities for Kansas City, as follows:

- The storage facility is temperature controlled, dry, safe, and affordable. Safety shields will be able to be assembled and tools will be able to be sharpened in advance.
- Al Hockenbery will have a draft of the symposium schedule prepared by February.
- 22 individuals have applied to be volunteer videographers.
- Vendors including Easy Wood Tools and Jet/Powermatic are receiving excessive requests from AAW-related groups for product donations. Jeff suggested that major vendors be sent a letter indicating that only the executive director (or other individual) has the authority to make donation requests on behalf of the AAW.
- The Special Interest Night (SIN) presenter will be Richard Raffan. As a result of the popularity of the 2016 Moulthrop presentation, a bigger space has been arranged, which will be equipped with high definition TVs.
- Trade show booth sales are lagging. There are a lot of “mom and pop” vendors who cannot afford to come back this year. Molly Winton noted that it is important to care for and build a strong customer service relationships with AAW vendors. Phil McDonald explained that AAW needs to rebuild trust lost from the unreasonable drayage fees in San Jose.
- The board was provided with their symposium assignments: Molly Winton, Youth Turning Program; Kathleen Duncan, Instant Gallery; Wayne Furr, Tool Room, Wood, Equipment; Joe Dickey, Raffle, Registration, Greeters; Louis Vadeboncoeur, International Demonstrators, TWB; David Heim, Exhibitions; John Ellis, Safety, Vendors; Jeff Brockett, Videographers; and Greg Schramek will put out fires.
- A preliminary list of room assignments and lathe assignment was included with the board materials. The assignments are subject to change.
- There will be an improved vendor parking plan for Kansas City.

Phil McDonald introduced Susan Tobin, project manager for Conference Direct, conference coordinators, and noted that Patty Kealy is the overall coordinator. Conference Direct is responsible for arranging the hotel, convention center, AV, labor and rented services, electrical, decorator, Wi-Fi, catering, security, custodial, EMT service, and parking.

Greg Schramek explained that former board member Denis Delehanty suggested that video of international demonstrators’ presentations be captured in their native language. The videos could then be placed on the AAW website to attract additional visibility globally.

Symposium Videos

Phil McDonald explained that AAW invested in video equipment to improve the experience of symposium attendees and the quality of the video captured. AAW would like to provide videos to symposium attendees shortly after the event. He said a definitive plan needs to be devised for how to bundle and distribute the videos to others. The videos could be sold or used as incentives. Chapters could lower the cost of meetings by showing video demonstrations.

The board discussed issues of intellectual property and the impact of video distribution on professionals. It was suggested that POP be brought into the VISION 2020 discussion on this topic.

2018 Portland Symposium

Jeff Brockett explained that the call for selected demonstrators for Portland will be announced in the April issue of the *American Woodturner* journal. The application period will run from May 1, 2017 to August 1, 2017. By moving the timeline up, AAW will be able to make decisions earlier and get contracts out sooner. The call for selected demonstrators for Portland will coincide with the decisions for invited demonstrators for the 2019 symposium.

Future Symposia

Phil McDonald reported that AAW is ahead of the curve in its exploration of future symposium sites, and that the contracts for Raleigh, NC, and Louisville, KY, have been executed. He noted that the Omaha contracts have been delivered for review.

Jeff Brockett explained that AAW has made a conscious effort to look at different types of facilities and lock down pricing. He said attendees will love Raleigh and that it's easy to get around. Louisville is totally different, near the airport, and there will be a solution to the long walk from the hotel to the convention center. The Louisville facility shares a parking lot with an amusement park and has an affordable \$8 parking fee. Omaha is a nontraditional facility that will be easy to work with and easy to get around.

WOODTURNING FUNDAMENTALS

Josh Friend explained that the Woodturning FUNdamentals proposal emerged from two places: a) VISION 2020 and the services AAW offers, b) and integrated editorial model in looking at the publications, communications, and allocating staff time.

He noted that as the beginner curriculum is emerging, it makes sense to have a publication tied to it. The publication would continue to fill gaps in the beginner curriculum learning path. The proposed Woodturning FUNdamentals publication would focus even more on the beginner and would fit well with AAW's other products.

Under the proposal, Josh would take on a strategic role (not additional workload) and would hire professional editors. Josh would like direction from the board in the following areas: a) does the proposal benefit, improve, or create more value? And, b) would the board like to move in the direction of the proposal?

The board unanimously agreed with both the logic and the components of Josh's proposal.

Greg Schramek indicated that the full proposal cannot happen in 2017 because the additional expenses are not allocated in the budget.

David Heim explained it could potentially be a two prong approach: 1) Josh will be strategic and work with Linda and the publications committee to proceed in 2017 without additional funding; and, 2) a full proposal will be submitted for the 2018 budget.

The board recessed for lunch at 11:46 a.m. and at 12:45 p.m. they toured the Kansas City Convention Center. The board meeting resumed at 3:00 p.m.

OVERSIGHT COMMITTEE

Louis Vadeboncoeur explained there is a great deal happening and called the board's attention to the short overview in the board materials packet.

Recruitment of New Members

Phil McDonald explained that Linda Ferber has been leading the new recruitment team which conducted a survey of chapter members including those chapter members who are not AAW members.

Linda reported that the survey provided useful conclusions, including the following:

- New chapter members are trending younger and are typically newer turners.
- Chapter members are satisfied with what their chapters are giving them, but they want more.
- Information was collected about equipment owned by chapter members.
- Chapter members are still predominantly male.
- Some chapters are not comfortable talking about AAW and making a "sell."

She explained that AAW has made improvements in the form of various email onboarding messages to help familiarize new members with AAW resources.

Phil noted that AAW will revise and reframe its communication to chapters by providing useful and practical information, including talking points for presidents, articles for the newsletter editor, and useful items for the webmaster.

Louis Vadeboncoeur suggested that AAW needs to touch people personally. To that end, Linda proposed developing an ad featuring various "average" turners with the theme of "I am AAW."

1.5 Introduction to Woodturning

Phil McDonald reported that Linda Ferber is leading the development of a new microsite and is getting articles to populate it. It will include three sections of information with short videos and will encourage visitors to become Guest members.

3.1 and 3.2 Learning Strategy

John Ellis reported that a workable solution will be in place by the symposium.

5.5 Online Videos

Kathleen Duncan reported that videos are not getting onto the site. Quality guidelines have been established; however the quality committee has never been put into place.

Phil McDonald reported that getting the videos up on the site is a routine, operational responsibility, and that the home office needs to pick up the process.

4.1 Website Redesign

Phil McDonald reported that he expects to receive a potentially controversial long-term plan for the website redesign from consultant Electric Citizen by March or April. He expects the execution of the project recommendations will require an investment of approximately \$250k.

Louis Vadeboncoeur suggested that the consultant also draw up a high-level migration path.

4.4 Archives Search: EXPLORE!

Kathleen Duncan reported that she has not had much involvement on the project beyond the initial code.

Phil McDonald stated that John Kelsey has agreed to remain involved for one year to support the site.

5.1 Online Demonstrator Directory

Louis Vadeboncoeur explained that Alan Zenreich has prepared a schema for the site.

Kathleen Duncan indicated that someone needs to be identified to write the code.

Phil McDonald noted that demonstrators are already connecting. The goal of this project is to connect demonstrators and chapters in better, faster ways.

Louis stated that AAW does not need “The Cadillac” and that the requirements may need to be adjusted.

6.4 Improve AAW Forum

Phil McDonald explained that former board member Denis Delehanty is leading the project and that he will report on progress soon.

7.1 Teachers/Arts and Crafts Centers

Phil McDonald explained that former board member Denis Delehanty is leading the project and that he will report on progress soon.

TURNERS WITHOUT BORDERS (TWB)

Louis Vadeboncoeur explained that TWB has been in existence for 4-5 years. During that time they have launched and implemented a number of projects, and learned important lessons. Now it is time to step back, refocus, and redefine the TWB role and outline how TWB can contribute to VISION 2020.

South Africa

Louis reported that Carmen De La Paz provided a marvelous presentation in South Africa. The South African Guild would like to engage and partner with AAW potentially through a discounted online membership. This would be a way to grow AAW membership without cost. Should AAW continue this dialogue?

Greg Schramek asked whether the same discounted rate would then be offered to other countries and why U.S. members would want to be part of the South African woodturning group. He noted that AAW needs more revenue (not more members) to provide more, better services.

Phil McDonald suggested the board review each opportunity individually and evaluate the benefits of each partnership for AAW.

Honduras

Louis Vadeboncoeur asked whether the AAW should continue its partnership with Green Wood.

David Heim stated that the partnership with Green Wood could be a useful template for other nonprofit partnerships, as long as it is productive. Continued involvement with Green Wood would be minimal with little risk and big benefits.

Puerto Rico

Louis Vadeboncoeur reported that the Puerto Rico chapter is up and running. He indicated that David Heim is working with several Spanish speaking members to translate AAW materials.

David Heim reported that his Spanish working group has five members. The working group is a good example of how AAW can provide support without investing additional money or staff time.

China

Louis Vadeboncoeur indicated that the China initiative is Terry Martin's project and that it has been difficult to establish ongoing relationships in China. Terry had a falling out with IWCS and Louis recommended that it is probably not a good time to actively pursue a relationship.

World Wood Day

Louis Vadeboncoeur explained that AAW has been involved in World Wood Day with IWCS. Recently, IWCS has been working on an event in California. Andy Chen has a personal relationship with Mike Hou (IWCS) and will be involved with the project outside of AAW and TWB. This will enable AAW to remain open and polite with minimal involvement.

South America

David Heim reported that there is strong woodturning interest in South America, especially in Argentina. The people in South America want to use woodturning to make money. The Spanish resource group can contribute by providing basic instructional material. Additional support will be needed to set up chapters and get them started; in return, AAW would get new members and potentially a useful template that could be used in other South American countries.

The meeting recessed for the evening at 5:20 p.m. and resumed on Sunday, January 15, at 8:33 a.m.

MEMBERSHIP RECRUITING

Louis Vadeboncoeur made a motion to approve a resolution to offer chapter members who are not members of the AAW will be offered over a three month period starting April 1, 2017, a full one year AAW “General” membership at a 50% discount (\$30) and that the offer will not apply to renewals. David Heim seconded the motion and the resolution was unanimously accepted.

IT IS RESOLVED that all chapter members who are not members of the AAW will be offered over a three month period starting April 1, 2017, a full one year AAW “General” membership at a 50% discount (\$30). This offer will not apply to renewals.

WOODTURNING FUNDAMENTALS

David Heim made a motion to approve the new Woodturning Fundamentals concept as outlined in the proposal document presented for discussion at the January 14, 2017, board meeting. John Ellis seconded the motion and the resolution was unanimously approved.

IT IS RESOLVED that the new Woodturning Fundamentals concept as outlined in the proposal document presented for discussion at the January 14, 2017, board meeting. Furthermore the editor is given the go-ahead to begin preparation for transitioning Woodturning FUNdamentals, which includes the preparation of an implementation plan to be presented for board approval prior to the launch of the new Woodturning FUNdamentals concept (sub-website and re-profiled electronic publication).

POTENTIAL COLLABORATION WITH FURNITURE SOCIETY

In the fall, the board was presented an outline for a proposed collaboration with the Furniture Society through AAW's symposium.

Phil McDonald reported that, according to the executive director of the Furniture Society, there would be symposium participation of between 50 and 100. Phil noted that AAW could offer a panel session that would appeal to both woodturners and furniture makers. Phil asked the board whether the dialogue should continue for the 2017 symposium or whether it should be shifted to 2018.

Jeff Brockett explained that the panel could be accommodated for 2017 at no additional cost and that Al Hockenbery would need to massage the schedule.

Phil stated that he will work with Jeff to quickly determine programming and that the collaboration will be on the February agenda for further consideration.

ETHICS COMMITTEE

Kathleen Duncan explained that she is chair of the Ethics Committee and reported the committee has not had a great deal of activity in recent years.

Joe Dickey explained that ideally there should not be a board member on the Ethics Committee, that the committee should be entirely independent of the board, and that the board should only have a liaison on the committee. If there is a complaint that involves a member of the board, the board member should excuse themselves, and the remainder of the committee would work toward resolution of the issue.

Greg Schramek suggested that Kathleen be a liaison for the Ethics Committee, that she name committee members, and the committee would elect a chair.

UNFINISHED BUSINESS

Committee Reports

Jeff Brockett recommended that all committees submit a report of what they have done for the past 12 months.

NEW BUSINESS

None

UPCOMING MEETINGS

- February 16 - Teleconference
- March 22 - Teleconference
- April 19 - Teleconference
- May 17 - Teleconference
- June 20, 21, and 26 in Kansas City
- July 19 - Teleconference
- August 23 - Teleconference
- September 20 - Teleconference
- October 18 - Teleconference
- November 18 and 19 in St. Paul
- December 13 - Teleconference

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

ADJOURNMENT

Joe Dickey made a motion to adjourn the meeting. Kathleen Duncan seconded the motion and the meeting concluded at 9:49 a.m. central daylight time, on Sunday, January 15, 2017.

Respectfully submitted,

Kathleen Duncan, Secretary