

American Association of Woodturners

Board Meeting

Wednesday, April 18, 2018

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via teleconference on Wednesday, April 18, 2018, at 6:03 p.m. central time, with President Greg Schramek presiding.

Board members participating were Rick Baker, Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, David Heim, and Molly Winton. Staff members Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend also participated.

APPROVAL OF MINUTES

The minutes of the March 21, 2018, Board meeting were reviewed. Wayne Furr made a motion to approve the minutes and Molly Winton seconded the motion. The minutes were unanimously approved as submitted without vote.

FINANCE COMMITTEE REPORT

March 2018 Financial Reports

Joe Dickey summarized the March 2018 financial reports and noted the following points:

- Unadjusted net income as of March 31 was \$270k, \$148k favorable to budget.
- The year-end forecast for net income is unchanged from last month at \$60.7k, \$0 favorable to budget.
- The year-end forecast for "Cash on Hand" is \$941k.

Joe explained that membership income fluidity is due to the incentives offers in the last year.

The Finance Committee is considering other investment instruments, including a market-based vehicle, for AAW's portfolio.

Phil McDonald reported that membership revenue is about \$10k less than the business plan target. He noted that AAW has been underperforming due to lower renewals. Phil indicated that all membership forecasts are conservative and that it is too early in the year to place emphasis on a single benchmark variance.

EXECUTIVE DIRECTOR REPORT

Membership

Phil McDonald summarized some of the activities that are currently underway to enhance visibility and attract new members, including the reprint project, affinity marketing initiatives, as well as exploring an expanded relationship with the South African woodturning organization. AAW has in past not had successful experience trying to introduce turning as part of the Boy Scouts merit badge program. Linda Ferber has recently established contact with the Girl Scouts, with positive initial reactions. AAW needs to increase its presence among women, millennial couples, and people of color.

IT Strategy

Phil McDonald explained that a hybrid association management and website solution may be available at a lower entry cost (with higher operating annual fees) than the previously presented proposal from Electric Citizen. He indicated that a second version of the economics will be presented to the board at the June meeting together with updated long range budgeting scenarios. Phil said the June presentation will offer an indication of what will be required, what the 2019 budget will look like, and whether it is a fit.

Portland Symposium

Phil McDonald reported that AAW saw a rapid increase in Symposium registrations in March and April. Registrations are at 1,050. He said the chapter discount program incited members to register early and that we should expect to see a decline through June.

Phil stated that the Doubletree is currently at 108% and the Courtyard is at 88%. He explained that Noelle Grinley, Conference Direct, has arranged a courtesy block of rooms at the Embassy Suites, which is north of the Courtyard.

Phil explained that the food concessions will be available at four locations and we want to get people through the line quickly. The food vendors want a guaranteed commitment on sales and guaranteed minimums are high (\$5-\$9k depending on the number of stands). Phil said he is reasonably confident about the lunch concessions but is concerned about availability of breakfast. It was noted that there are very few restaurants in the immediate Convention Center area. There will be a “grab and go” breakfast at the overflow hotel. It will be important to manage the expectations of attendees. Phil reported that he is confident about the dinner arrangements, which will be a plated meal based on 500 attendees.

SYMPOSIUM COMMITTEE

Jeff Brockett explained that the thought-process among volunteers has changed. He has received a lot of questions about paying for the Symposium by volunteers. It seems expectations among volunteers are changing. Jeff indicated this needs to be discussed in June in preparation for the Raleigh Symposium.

Jeff stated that planning for the 2018 Symposium in Portland is progressing on schedule. Local volunteers have scheduled assembly dates for all equipment and safety frames at the offsite warehouse. Al Hockenbery has finalized the preliminary schedule/grid. Equipment and wood needs for demonstrators are being filled with no major issues. New for 2018, the opening ceremonies have been moved to Thursday night and the trade show will open earlier on Friday allowing for an earlier start time for the auction. Empty Bowls will be in the registration area. The videographer crew has been interviewed and selected, and there is a formalized plan for recording specific demonstrations

and/or panels. Jeff noted that all rooms will be equipped with at least one flat screen monitor and a camera boom.

SELECTION COMMITTEE

Jeff reported that the Selection Committee has been working on the “invited” demonstrators for Louisville. The call for Raleigh demonstrators opens May 1 and closes August 1. The Selection Committee’s goal is to have the demonstrator list for the 2019 Symposium in Raleigh completed by August 31. The Selection Committee will start working on the “invited” demonstrator list for the 2020 Symposium in Louisville with a goal of having the “invited” demonstrator list completed by September 3.

GRANTS COMMITTEE

Joe Dickey reported that Letters of Inquiry are critical, and that David Heim has agreed to help the effort and accelerate process.

NOMINATIONS COMMITTEE

Kathleen Duncan explained that there are six firm applicants for the board and she expects to receive up to three more applications in the next week. She indicated high confidence in the candidate slate.

OTHER

Greg Schramek urged board members to book their flights for June as soon as possible.

CALENDAR FOR 2018

- May 16 – Conference call
- Jun 11, 12, 18 – Portland Symposium
- July 18 – Conference call
- August 22 – Conference call
- September 19 – Conference call
- October 17 – Conference call
- November 17, 18 – St. Paul
- December 19 – Conference call

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Molly Winton seconded the motion and the meeting concluded at 7:27 p.m. central time, on Wednesday, April 18, 2018.

Respectfully submitted,

Kathleen Duncan, Secretary