

**American Association of Woodturners
Board Meeting
June 11, 12, 18, 2018**

Greg Schramek called an executive session and excused staff from 8:33 a.m. to 9:30 a.m. PST.

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at the DoubleTree by Hilton Hotel Portland, in Portland, Oregon, on Monday, June 11, 2018, at 8:30 a.m. PST, with President Greg Schramek presiding.

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

APPROVAL OF MINUTES

The minutes of the May 16, 2018, Board meeting were reviewed and unanimously approved without vote and with two spelling corrections.

FINANCE COMMITTEE REPORT

May 2018 Financial Reports

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

- Unadjusted net income as of May 31 was \$368k, \$186k favorable to budget.
- Adjusted net income as of May 31 was \$41k, \$15.6k favorable to budget.
- The year-end forecast for net income is \$166k, \$105k favorable to budget.
- The year-end forecast for “Cash on Hand” is \$955k.

Joe explained the \$41k seasonally adjusted gain at May 31 is a highly conservative indicator of AAW’s performance. Additionally, membership performance for the month of May was lower than expected. The renewal rate for those who joined last year under the half-price dues discount is about 50%. While membership income is down, symposium income is expected to be up about 21%. Joe noted that the Finance Committee has recommended a reserves target of approximately equivalent to 3 months of operating expenses. The Finance Committee has also recommended increasing the amount dedicated to the CD ladder investments.

SYMPOSIUM Updates

Safety

John Ellis indicated that it is difficult to get demonstrators to use full face shields and advised the Board to say something or to call him if this is observed. He will confront them and stop the demonstration, if needed.

Saturday Night Dinner

Jeff Brockett asked that all Board members and Candidates assist with getting people into banquet hall on Saturday night. He said only those with banquet tickets will be admitted. Doors will open later for those who do not have ticket. If someone does not have a ticket or lost their name tag, they can get a ticket confirmation from staff. Jeff requested the Board stop anyone who has not paid for a ticket.

Phil McDonald reported that AAW has anticipated 650 plates with a 5% overage. There will be two menu options: beef or vegan (about 10% will be vegan). The current dinner ticket count is 580, so only 70 tickets may be sold on site.

Youth Program

Jeff explained that early registrations for the Youth Program were the smallest number AAW has ever seen. For that reason, only 20 lathes will be assembled. 15 lathes will be awarded to youth, 10 will go to the EOG program, and 1 to visually impaired. He noted the future of the Youth Program should be addressed and noted in the Monday wrap up meeting.

On Site Food

Phil described that food locations will be crowded even though there will be a big increase in points of service from last year. He noted that wait times may still be an issue especially at peak breakfast and lunch periods. However, there will be considerable opportunities to get food outside of peak times.

Awards Ceremony

Phil described final preparations for the Awards Ceremony should plan to arrive at 6:00 p.m. on Saturday. Andi Wolfe will provide photos for the rolling PowerPoint show during dinner. The goal is for the entire awards presentation to be 30 minutes, beginning at 7:20 p.m.

Trade Show

Jeff stated that the Trade Show doors can be completely locked down. When the doors are closed, the security guard will admit only those with nametags. Board members will be able to get into Trade Show during off hours.

Selection Committee for 2019

Jeff reported that the call for Selected Demonstrators for Raleigh has been communicated and there are very few submissions so far. Each year, the average is about 60 applications. Additionally, 14 Invited Demonstrators have been chosen.

The meeting recessed at 10:17 a.m. and resumed at 10:30 a.m.

SYMPOSIUM UPDATES (Continued)

Symposium Site Selection

Jeff Brockett described the convention industry market conditions and that venues for tier 2 and tier 3 cities are booking 3-5 years out. Discussion ensued over selection strategies and potential target cities for 2022-2023.

Phil McDonald explained that any decision to authorize Conference Direct to proceed with future site selection services will require a contract addendum to extend beyond the initial three-year site selection scope. He said the draft addendum already obtained proposes contract changes which are nominal, with the biggest difference affecting the shared allocation of hotel commissions. The Board requested more time to study the addendum and asked that the Contracts Committee make a recommendation.

ED REPORT

Long-Term It Structure

Phil McDonald explained that the current Your Membership association management system and website platform has significant deficiencies, service support has been terrible, and AAW has experienced problems that could have been disastrous. He reminded the Board that the need for a long-range technology strategy emerged from the Vision 2020 planning process. AAW needs it's next generation of technology to align with the vision to position AAW as the world's preeminent online educator. Phil presented a framework for a potential financing pathway for a new solution, which assumed a \$100k front end investment and \$25k for user seats/license. He indicated additional research is underway with the possibility of presenting an updated investment plan later in the year for consideration as part of the 2019 budget.

The meeting recessed for lunch at 11:52 a.m. and resumed at 12:45 p.m.

Membership Report

Phil McDonald reported that membership revenues are lagging and the primary factor has been a reduction in new memberships, both respect to the current year plan, and in comparison with the same period last year. There is uncertainty about the underlying cause or whether the trend will persist. Membership renewal rates have been performing in accordance with the plan. Sustaining AAW's retention levels and growth is the foundation for the entire Vision 2020 strategic framework. There is growing uncertainty about whether significant potential exists to capture enough net growth through chapters to sustain membership levels. He said that patterns in chapters can be a leading indicator and it appears that members are cycling through faster than before. Recruiting new members outside of AAW's chapter network is critical to long term sustainability. Phil summarized recruiting efforts underway outside the AAW chapter network: 1) vendor/manufacture affiliation to access others' sales channels; 2) affiliation with other woodturning organizations in English-speaking countries; 3) the current reprint project; and 4) other sales channels.

The Board discussed these recruiting efforts and shared ideas about how to incent and increase the AAW membership value proposition.

The meeting recessed at 1:30 p.m. and resumed at 3:30 p.m.

VENDOR RELATIONSHIPS

Molly Winton facilitated a discussion about the importance of AAW Symposium vendor relationships and there was consensus about the need to continually solicit vendor input and take appropriate initiatives that serve our mutual interests. The Board discussed a specific vendor complaint that a unique product designed was being copied by other vendors.

ED REPORT (Continued)

GDPR

Phil McDonald explained that the General Data Protection Regulation (GDPR) is a new regulation affecting entities that collect and use personal information of residents of the European Union. May 25 was the first compliance deadline. This regulation affects AAW to the extent that the fulfillment of our membership services obligations for our EU members brings us under the fold of GDPR. AAW met compliance by publishing an updated privacy statement confirming to the new EU standards and distributing it to the more than 400 members residing in the EU.

Phil expressed the outlook that more stringent digital privacy protections are a sign of the times and as an example, California has its own set of requirements. We should expect more regulatory requirements coming in the future and AAW may need to do more in terms of privacy if there is a national policy addressing this type of data.

Chapter Insurance

Phil explained that if AAW increased the price of the group general liability coverage from \$95 to \$200 per participating chapter, it would generate about \$12k annually. AAW's cost is \$42k annually. He said about 170 chapters currently participate in the group policy. The price of the current individual chapter general liability policy is \$450. Phil described the efforts so far in 2018 to consult with chapters and obtain their feedback. This topic will be on the agenda for the annual chapter meeting in Portland.

Board discussion followed and included ideas for consideration such as an affiliation fee and voluntary contribution.

NOMINATIONS COMMITTEE

Kathleen Duncan reported that at present the Nominating Committee consisted of Stephen Hatcher, John Jordan, and herself. Each of the 2019 candidates for the AAW Board will be on site for the symposium and have agreed to a Meet and Greet time. Their candidate statements have all been provided to Josh Friend for *American Woodturner*. Kathleen confirmed that all the candidates have been advised and know of the policy on campaigning.

Kathleen reminded the Board of their obligation to encourage chapters and members to vote. She said personal contact makes the difference.

Board discussion followed about the number of Board candidates and re-nomination of existing Board members.

HONORARY MEMBERSHIP

Greg Schramek led the discussion about candidates for Honorary AAW Membership. John Ellis read the criteria for Honorary Membership to the Board. Several new member names were added to the rolling list of nominees for consideration.

The meeting recessed for the day at 7:00 p.m. and resumed at 8:25 a.m. on Tuesday, June 12, 2018.

President Greg Schramek called an executive session and excused staff from 8:25 a.m. to 8:35 a.m.

CHAPTER OFFICERS MEETING AGENDA

Phil McDonald suggested the Chapter Meeting address the year in review, Vision 2020 priorities, results of dues initiatives, as well as serve as an opportunity to engage chapter officers, address more questions, and obtain feedback. He would like to get chapter reactions to the concept of a multi-year membership incentive, potential adjustments of chapter insurance, POP video learning library project, in addition to describing new tools to be launched including Demonstrator Direct and chapter media kit.

Kathleen Duncan suggested discussing WIT liaisons to try to get more women into chapters.

GRANTS COMMITTEE

Molly Winton provided an update to the draft charge to the new Grants Committee for Board discussion. She noted that she is comfortable doing the outline for a policy change, but recommends waiting to develop the specific procedural details until after the committee is formed.

David Heim moved that AAW adopt the changes to the grant giving process that have been outlined in Molly's paper. Kathleen Duncan seconded the motion which was unanimously approved.

TURNERS WITHOUT BORDERS

David Heim suggested tapping into the woodturning community in South America. He indicated that the potential market is large, could be accomplished at a low cost, and the strategy fits with Vision 2020. South America lacks basic how-to information which can be met using AAW translations. David noted the last page of the translated articles could include a coupon for AAW membership. For pricing, AAW would need to consider exchange rates and standard of living. The cost of the project is limited to the availability of volunteer translators. AAW will know it has been successful when people anticipate the next article or video. AAW has bilingual demonstrators who do remote demos at minimal cost.

Board discussion followed about AAW's capacity for serving Spanish speaking members, testing markets, identifying needs, and potentially forming affiliated chapters in South America.

The meeting recessed at 10:30 a.m. and resumed at 10:45 a.m.

EXTERNAL GRANTS

Joe Dickey provided an update on the progress of the research and contacts planned with prospective foundations to be considered for potential funding. David Heim is helping to craft effective messages. Six funders have been identified so far as potential fits with our mission and interests.

SYMPOSIUM

Jeff Brockett provided the following symposium updates:

- Rick Baker and Ana Lappegard will supervise video set up.
- The dock is off limits to unauthorized persons because there is too much going on there.
- If there is a critical injury, 911 should be contacted first, then summon first aid team.
- He cited the OCC waste diversion policy and called attention to the labeled cages for recycling.
- Wood chips must be placed in separate containers to be hauled out. It's important that no other material be mixed in with the wood chips.
- The priority move-in for larger vendors is Wednesday and the main trade show set up is on Thursday.

WIT

Kathleen Duncan provided an update about the WIT (Women in Turning) exchange in September the week after Labor Day for turners of all skill levels. Participants will work in teams, mentor each other, and learn to think creatively.

AAW currently has 44 WIT chapter liaisons who will welcome women to chapter events and encourage them to sign up for WIT.

The meeting recessed at 1:50 p.m. and resumed at 8:50 a.m. on Monday, June 18, 2018.

Ana Lappegard (Member/Volunteer/Video Chair), Noelle Grinley (Conference Direct), and staff Tib Shaw and Hannah Haas joined the meeting.

SYMPOSIUM FEEDBACK

Meeting participants shared their feedback and observations about the symposium.

Kathleen Duncan said the symposium was incredible and everything was done right. The food experience was good although it was congested on Friday. The guard at Instant Gallery was so good, courteous, and deserves special recognition. She noted she has only received positive feedback from attendees. However, one videographer had a complaint about another videographer.

Joe Dickey reported that the only negative feedback he received was about the lack of a formalized spouses program.

John Ellis stated that improvement is needed for vendor check-in. There needs to be a checklist that is up-to-date, and nametags should be available ahead of time. The safety shield process needs to be improved. Vendors say transporting a safety shield is difficult. AAW could potentially consider someone to sell safety shields onsite. There should be seating (tables and chairs) nearer to the food sources. Additionally, there should be chairs at the ends of the tables in the Instant Gallery so people can rest.

Rick Baker thanked Ana Lappegard for her work. He indicated there should be a more formal rehearsal for Saturday evening. All presenters should get up on stage and do their presentation at least once. Rick indicated the videographer volunteers are committed to 15 hours of work and don't get enough credit. They need more recognition. Safety in the Trade Show needs to be publicized more. There were a few hiccups and offenders said they didn't know about the AAW safety policy. There were lots of new turners in attendance and the lower amount of work in the IG might have been due to their feeling intimidated about publically displaying their turnings.

David Heim suggested that there may be a way to put the videographer's names on the demonstrator signs. He felt the Members Meeting and Chapters Meeting was too free form.

David mentioned that he heard there were lots of differences between the App, the Handout Book, and the signs.

Rick Baker suggested that all symposium-related planning documents be dated and include the author's name.

Molly Winton reported that the Board Meet and Greet was not effective. People were relaxing in the area and not engaged with the Board. The Youth Program had only 25 kids total and is a concern.

Ana Lappegard emphasized how hard Rick Baker has worked since last year's symposium. His work made it much easier on site this year. She said the videographer crew was good. Getting in early enabled the videographers to have time to get accustomed to things so they were ready to rock on Friday morning.

Linda Ferber explained that the Merchandise rookie volunteers did an outstanding job. She described the need for Camille Wall to receive the grid information from Al Hockenbery, and other information, earlier for the App. Although most of the tip and demonstration room filming went well, she is disappointed the video for the panels failed.

Hannah Haas said she learned a lot. She said the lack of spouse activities and the App were problematic for attendees. She suggested that an "App: How To" be considered for SIN night.

Kathleen Duncan suggested a poster with screen shots to help attendees with the App.

Rick Baker proposed that the Handout Book include a page with demonstrators, their rotations, and the days/times.

Linda Ferber suggested that a session on "How to Run Video Equipment" be included on SIN night.

Josh Friend stated that the symposium does not feature demonstrations on the fractal burning and raised the question whether we should revisit the policy of not prohibiting FB work in the exhibits/galleries.

Wayne Furr indicated that the Vendor Ambassadors disappeared after the first day.

Rick Baker reported that not all demo rooms were cleaned up after rotations.

Greg Schramek said he believes the Board Meet and Greet works. He mentioned he was disappointed that there were not more women at the Members Meeting and the Chapters Meeting. Greg suggested adding a "Commonly Asked Questions" section to the Handout Book.

Noelle Grinley suggested an additional printer could alleviate printing in vendor area. She said the length of the Trade Show was too long according to feedback from some vendors. She was impressed with the catering who did a great job getting the plates in and out on Saturday night.

Phil McDonald reiterated others' observations about a significant shift in attendee attitudes about volunteering, and the potential for difficulties recruiting volunteers in the future. He expressed appreciation of AAW staff. Staff carried a unique load and stress levels ran high. Registration activity on Thursday was intense and it was well-handled.

Phil said that Noelle is leading the contingent to Raleigh. Staff intends to work with Noelle and Jeff Brockett on a universal project schedule. For Raleigh, he'd like to see all content contained within the Handout Book delivered much earlier, with the first week of June as a target for next year's. He also thanked staff for the work undertaken to improve all of the transaction occurring during the symposium. He explained that using the Square service (for credit card transactions) provides immediate sales report that are feed into our general ledger. This has substantially reduced the time it takes to bring initial closure to our sales activity accounting.

Jeff Brockett reported that move in went well and the number of volunteers was an issue. Jeff noted that he has high concerns about the Youth Program due to the high commitment of equipment and volunteers. AAW needs to decide if the Youth Program continues to be value added. Jeff stated that Fed Ex times need to be posted, and generally that there was too much signage onsite this year. It may be a good idea to incorporate the special speaker into the Saturday schedule because it conflicts with SIN night. He noted there were differences between the actual schedule and what was published in the App. Move out went well. A "Bag Check" should be considered for the Instant Gallery. People come in and drop their bags and someone's bag disappeared.

Kathleen Duncan suggested considering indentifying a local doctor in advance to be available to assist if a hospital visit is necessary for emergency care.

Molly Winton reported she enjoyed having the Friday live auction early.

The meeting recessed at 10:00 a.m. and resumed at 10:30 a.m.

NEW BUSINESS

Rick Baker raised ideas for Board and Staff clothing next year and for improved badges. Wayne Furr suggested a vest could be work over a shirt as an alternative.

CALENDAR FOR 2018

- 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

Rick Baker made a motion to adjourn the meeting. Jeff Brockett seconded the motion and the meeting concluded at 11:00 a.m. PST time on Monday, June 18, 2018.

Respectfully submitted,
Kathleen Duncan, Secretary