

**American Association of Woodturners  
Board Meeting  
July 18, 2018**

**CALL TO ORDER**

A regular meeting of the AAW Board of Directors convened by teleconference, on Wednesday, July 18, 2018, at 6:00 p.m. CST, with President Greg Schramek presiding.

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

**APPROVAL OF MINUTES**

The minutes of the June 11, 12, and 18, 2018, Board meeting were reviewed, and two corrections were noted. Wayne Furr made a motion to approve the minutes. David Heim seconded the motion and the minutes were unanimously approved as corrected.

**FINANCE COMMITTEE REPORT**

**June 2018 Financial Reports**

Phil McDonald summarized the June 2018 financial reports and noted the following points in Joe Dickey's absence:

- Unadjusted net income as of June 30 was \$343k, \$193k favorable to budget.
- Adjusted net income as of June 30 was \$65k, \$34k favorable to budget.
- The year-end forecast for net income is \$186k, \$105k favorable to budget.
- The year-end forecast for "Cash on Hand" is \$980k.

Phil reported that AAW's cash position is solid and the lowest cash position for 2018 is projected to occur in July.

**ED REPORT**

**Membership**

Phil McDonald reported that new member acquisitions are running below plan by 9%, and 2% below the same period one year ago. He explained that the downward trend over April-June relative to last year was anticipated because of the spike generated under last year's 50% discount incentive. When removing the impact of that incentive offer, the current year performance is more closely aligned with last year. He noted that AAW needs to take different approaches to marketing and membership recruiting, and that the Guest membership offer generates more leads than the current \$20/40

incentive. Phil recounted the results of a JET/Powermatic incentive coupon several years ago, and noted that 50% renewed when their memberships came due. Discussion about the decline in new memberships this year ensued.

David Heim suggested that AAW end the \$20/\$40 incentive program, set up a multi-year membership, and recalibrate its membership goals. He indicated he prefers a multi-year membership because it costs less by reducing acquisition cost for each new member. David noted that multi-year members only need to make a renewal decision every few years.

John Ellis inquired about the levels and pricing of digital memberships. The current number of online/digital memberships varies between 930 and 1,000. John suggested investing in services to provide information we are presently lacking about why chapter members are not joining and to ascertain what woodturners value in a membership offering.

Phil stated that retention trends are shifting in recent years, with a shift toward lower retention among newer members. He also emphasized that our renewals over the past seven months is running ahead of last year. He indicated he would assemble a summation of current membership retention and marketing activities for the August Board meeting.

### **Evaluation of Symposium Feedback**

Rick Baker suggested that the survey be reevaluated to generate hard data that may be parsed.

Phil McDonald indicated that the symposium survey was designed to provide a longitudinal impression and pattern that may be compared year to year. He noted that there may be residual questions that are no longer relevant.

Jeff Brockett said the survey is too long, and that AAW needs to be able to analyze the data and look for themes and feedback about the demonstrators.

Greg Schramek suggested that we review and redesign the survey for 2019.

### **Board Vote**

Phil McDonald reported that the auditor will administer the 2019 Board voting and that the final results from the auditor can be expected by the following Monday or Tuesday following the Friday, August 31 date polls close.

A discussion ensued about how the candidate website information and video statements could be improved upon for next year.

**Handout Book**

Rick Baker offered suggestions for improving the Symposium Handout book including redesign the layout, eliminating redundancies and simplifying schedule information.

Phil McDonald responded to questions about the Handout book production and costs, which typically run between \$10 and \$12 per unit printed. The budget line-item for Handout book in the monthly reports includes costs for licensing the Symposium mobile app.

**Unfinished Business**

None

**New Business**

None

**CALENDAR FOR 2018**

- August 22 – Conference call
- September 19 – Conference call
- October 17 – Conference call
- November 17, 18 – St. Paul
- December 19 – Conference call
- January TBD 2019 – Raleigh

**ADJOURNMENT**

Jeff Brockett made a motion to adjourn the meeting. Kathleen Duncan seconded the motion and the meeting concluded at 7:32 p.m. CST time on Monday, July 18, 2018.

Respectfully submitted,  
Kathleen Duncan, Secretary