

AMERICAN ASSOCIATION OF WOODTURNERS
BOARD MEETING
Wednesday, February 20, 2019

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via teleconference, at 1:00 p.m. central time, on February 20, 2019, with President Greg Schramek presiding.

The following board members participated in the conference call: Rick Baker, Jeff Brockett, Andy Cole, Joe Dickey, Kathleen Duncan, David Heim, Ken Ledeen, and Harvey Rogers. Additionally, the following staff members joined the call: Linda Ferber, Phil McDonald, Kim Rymer, and Managing Editor Josh Friend.

Greg Schramek informed the board that future regular meetings of the board will be scheduled for the third Thursday of each month, at 1:00 p.m. central time.

APPROVAL OF MINUTES

Greg Schramek called for corrections to the minutes of the January 12-13, 2019 board meeting. There were no corrections and Joe Dickey made a motion to approve the minutes as written. Kathleen Duncan seconded the motion and the minutes of the January board meeting were unanimously approved.

FINANCE COMMITTEE

January Financial Reports

Joe Dickey summarized the financial reports for January 2019 and noted the following points:

- Unadjusted net income as of January 31 was \$145k, \$80k favorable to budget.
- The year-end forecast for net income is unchanged at \$108k, \$0k favorable to budget.
- January 31 "Cash on Hand" was \$1,016k.

Joe also noted that, as recommended by the Finance Committee, \$402k of operating cash was reinvested in a CD ladder.

ED REPORT

Phil McDonald reported an error on page 7 of the board packet. He noted that under "Software Project Updates" the word "expensive" should have been "inexpensive."

Membership

Phil reported that January membership acquisitions and income were in line with plan.

Rockler Project

Phil explained that there are no benchmarks set for the Rockler project, since it is entirely new. In the initial few days immediately following the national roll-out, Rockler reported 70 new AAW membership acquisitions. Initial sales showed a strong preference for online purchases of AAW's full, general membership with the printed journal. Rockler was impressed with the draw generated by the in-store demonstrations held by local chapters which were orchestrated by Linda Ferber. This generated 18% higher traffic through their stores compared with the same weekend last year. One chapter who participated in the demonstrations reported six new members as a result of the Rockler event. We are hoping to repeat a similar event around October for holiday sales.

2019 Raleigh Symposium

AAW has completed arrangements with site service providers well ahead of prior years' timeline, consistent with the priority set this year to move up the project schedule. This will enable us to deal more effectively with any issues that will occur nearer to the event. Improvement concepts for the handout book have been given to Sharon Bierman and await new layout drafts from her. The final tally for handout book ad sales will come in early April. Trade Show booth sales remain strong and AAW is approaching its biggest trade show ever. Balance payment on initial booth deposits are due March 1 so we are reaching the point in the cycle when expect to experience some vendor cancellations. Hotel room sales are at over 85% at both hotels. Closer to the event, we anticipate an 8-10% fall off due to cancellations. The Marriott Residence Inn is the next closest hotel, and may be added in a few weeks to provide additional rooming options for attendees when the other hotels have reached capacity.

SYMPOSIUM COMMITTEE

Jeff Brockett reported that AAW is ahead on vendor donations. JET Powermatic will be the exclusive lathe provide, except for the lathe for Troy Grimwood which will be provided by Robust. Jeff recommended that AAW wait until next year to address replacement of the grinders.

Rick Baker explained that AV for the Symposium is squared away and he is looking into the feasibility of providing microphones to support the new Thursday evening keynote presentation.

VISION 2020/FOCUS GROUPS

For Vision 2020, Phil McDonald explained that over the next several months AAW will engage with a number of chapter volunteers about new value-added services; and, work on the development of user communities. He indicated this effort will be valuable to inform the development of website interfaces for end-users in the software project. Phil said Louis Vadeboncoeur, Vision 2020 chair, recommends interactive conversations with focus groups as opposed to other methods of collecting feedback.

SOFTWARE PROJECT

Phil reported that Ken Ledeen had suggested an agile project management tool to help with managing the software project. As a result, AAW has selected *Jira*, an inexpensive tool for project administration, schedule and scope control, and progress reporting. The tool will help AAW know if we have sufficient resources. If we are resource short, AAW will consider bringing in others to assist, or launch partial website. August 1, 2019, is the go-live date for the new technology.

Phil indicated staff are involved with Ted Erickson of enSYNC on set up of core iMIS/Rise modules. This is preparation that needs to happen before we get to the parts that need the focus group feedback.

NOMINATING COMMITTEE

Jeff Brockett noted that prospective board candidates must submit their letters of intent for consideration as AAW board candidates under the 2019 election by May 1, 2019.

He explained he has a concern about bylaws section 5.04. Jeff said there is no mention of board members who elect to step off the board and want to run again. He indicated that counsel is needed in this area and he will reach out to advisers. Jeff said this topic needs no board action at this time.

FRACTAL BURNING ADVOCACY

Rick Baker reported that AAW can verify that at least 14 people have been killed by fractal burning, but there are others. He explained that he has asked YouTube to remove videos which praise this technique, but has been unsuccessful so far. He asked the board for YouTube contacts. Discussion ensued about approach other possible media channels.

Greg Schramek asked Rick to develop a recommendation and bring it to the board. If appropriate, AAW can organize an informal task force to execute the proposal.

BYLAWS COMMITTEE UPDATE

Harvey Rogers called the board's attention to the report in the board packet by John Ellis. The committee has set up a Google doc for editing the bylaws and will meet next week to consolidate input.

FUTURE BOARD MEETING

Phil McDonald reported that he would like to test an audio/video conferencing tool for future board meetings using a tool like Zoom or Skype.

UNFINISHED BUSINESS

None

NEW BUSINESS

Professional Woodturners

Greg Schramek explained that there is a group of professional woodturners who call themselves "artists." There are also professional woodturners who call themselves "makers," but do not consider themselves "artists." There are also production woodturners and architectural woodturners. POP's focus is on the "artists," specifically "studio artists." AAW does not effectively address the needs of these members. He asked whether this should be a separate committee or if AAW should set up a task force to address these needs.

Discussion followed.

Phil McDonald stated that Vision 2020 has already addressed this issue to a large extent. He said a work plan was drafted and Tib Shaw has been doing much of the work. Phil suggested that Louis Vadeboncoeur be contacted to ensure there is no overlap.

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Kathleen Duncan and Andy Cole seconded the motion and the meeting was unanimously adjourned at 2:40 p.m. central time, on Wednesday, February 20, 2019.

Respectfully submitted,
Kathleen Duncan, Secretary