

**AMERICAN ASSOCIATION OF WOODTURNERS**  
**BOARD MEETING**  
**Thursday, May 23, 2019**

**CALL TO ORDER**

A regular meeting of the AAW Board of Directors convened via video/teleconference, at 1:03 p.m. central time, on Thursday, May 23, 2019, with President Greg Schramek presiding.

The following board members participated in the video/teleconference: Rick Baker, Jeff Brockett, Andy Cole, Janet Collins, Joe Dickey, Kathleen Duncan, and Ken Ledeen. David Heim was absent. Additionally, the following staff members joined the conference: Linda Ferber, Phil McDonald, Kim Rymer, and Managing Editor Josh Friend.

**APPROVAL OF MINUTES**

Greg Schramek called for corrections to the minutes of the April 19, 2019, board meeting. There were no corrections. Jeff Brockett made a motion to approve the minutes as written. Kathleen Duncan seconded the motion and the minutes of the March meeting were unanimously approved.

**FINANCE COMMITTEE**

**Financial Reports**

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

- Unadjusted net income as of April 30 was \$398.6k, \$65k favorable to budget.
- Adjusted net income as of April 30 was \$63k, \$27k favorable to budget.
- The 2019 year-end forecast for net income was at \$108k, \$0k favorable to budget.
- April 30 "Cash on Hand" was \$1,141k.

Additionally, Joe mentioned the following details:

- 2019 technology implementation project is proceeding according to plan.
- Raleigh Symposium registration sales reached 889 at the end of April.

It was suggested that on page two of the financial reports the heading title, "Cumulative Balance" be renamed, "Variance YTD" to avoid misunderstanding.

**Preliminary Audit Report**

Joe Dickey requested the following motion which was thereafter advanced by Rick Baker. Kathleen Duncan seconded the motion, which was unanimously accepted.

***RESOLVED, upon recommendation of the Treasurer and with the consent of the Finance Committee, the AAW Board of Directors accepts the Preliminary 2018 audited financial statements as presented by our independent auditor.***

## **EXECUTIVE DIRECTOR REPORT**

### **Membership**

Phil McDonald noted the following points concerning the status of memberships:

- April membership acquisition totals exceeded the target with 1,008 achieved vs. 850 planned.
- 60 new memberships have been attained under the trial six-month free membership offer with seventeen test chapters. The trial program has been in effect for about three months.
- Memberships attained through the Rockler channels dropped during April from the initial two months. A first quarter review was held with Rockler representatives in early May. The leading source of new memberships has been through online sales of full general memberships. Free digital memberships bundled with the Rockler getting started package have seen disappointing sales. Considerations for improving sales performance include improved in-store branding; expanding the bundled AAW membership concept to additional lathes or equipment; and repeating the store-wide demonstrations and incentives in September ahead of Rockler's holiday season sales campaign.

### **Raleigh Symposium**

Phil McDonald noted the following items related to the upcoming AAW Symposium in Raleigh:

- The board can expect to see logistics and schedule information soon.
- Revenue and expense budgets continue to be on target.
- Hotel room counts are holding up. Marriott, Sheraton, Residence Inn, and Hampton Inn hotels were above the contracted number of rooms available. AAW hotels expanded to five with the addition of Comfort Inn as of early May.
- To-date registrations have topped 1,000 and the 1,300 registration target remains probable.

### **Technology Project**

Phil McDonald reported the following details regarding the ongoing technology project:

- AAW is fast-tracking the user experience (UX) project with The Makery. The expense for this project was not included in the original scope. Expenses will come out of the contingency fees part of the budget.
- In the next 60 days, AAW will undertake a new website design, perform staff software training, conduct member user group website and community software beta consultations, BOD demo presentation in July, and migrate media resources (pdf, video, photos).

### **Planning for Chapter and Member Meeting**

Phil McDonald noted the following points about the upcoming chapter and member meeting during the symposium:

- The annual member and chapter annual meetings will be held back-to-back on Saturday, July 13.
- The Vision 2020 Committee is discussing topics for the meetings.
- Tentative topics include status of V2020 planning and current initiatives, building online communities, membership incentives, AAW media kit, new technology-preview/beta testing, WIT initiatives, and open forum.
- The board and committee chairs will be asked to provide topics and feedback for consideration at the May board meeting.

### **SYMPOSIUM COMMITTEE**

Jeff Brockett reported that AAW is in good shape on symposium planning and logistics. He indicated there will be a teleconference with lead volunteers on Thursday, May 30, to discuss any open issues. He stated that volunteer sign up is low. Only 150 of 400 volunteer slots are filled to date. Additionally, sign up for the Youth Turning program is lagging. Linda Ferber is filling the schedule with Wounded Warriors and students.

### **NOMINATING COMMITTEE**

Jeff Brockett indicated that the committee has finalized all nominee interviews. There were a total of nine complete applications submitted. One incomplete application was submitted just before the deadline. He stated that the six nominees selected as candidates for the 2019 election are: Greg Schramek, Janet Collins, KC Kendall, Richard Foa, John Beechwood, and Brian Horais. Each of the candidates has been given the AAW election primer, which includes information on campaigning. Voting runs from August 1 through August 31, 2019.

### **NEEDS OF PROFESSIONAL TURNERS**

Ken Ledeen circulated a document describing current unmet needs of professional woodturners. POP is not willing or able to take on at the present time. He said there is a host of things professionals are seeking. Ken suggested the first step could be to form a working group willing to collaborate with other committees and Vision 2020. The group could listen to what professionals say they need, plan, and implement with a goal of delivering content that meets their needs.

Discussion followed which included the ongoing role of POP, the need to serve professionals, formation and role of a new committee, solution integration, and more.

Ken recommended that Andy Cole and he draft a proposal for presentation at the next board meeting.

### **UNFINISHED BUSINESS**

None

### **NEW BUSINESS**

None

### **UPCOMING BOARD MEETINGS**

June 20

July 8, 9 & 15 {July 7 Fly-in Day} – Raleigh

### **ADJOURNMENT**

Rick Baker made a motion to adjourn the meeting. Andy Cole seconded the motion and the meeting was unanimously adjourned at 2:28 p.m. central time, on Friday, May 23, 2019.

Respectfully submitted,  
Kathleen Duncan, Secretary