

AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
July 8, 9 and 15, 2019

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at the Marriott City Center hotel in Raleigh, NC, at 8:31 a.m. EST, on Monday, July 8, 2019, with President Greg Schramek presiding.

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

APPROVAL OF MINUTES

Greg Schramek called for corrections to the minutes of the June 20, 2019, Board meeting.

Kathleen Duncan made a motion to approve the minutes with one correction. Jeff Brockett seconded the motion and the minutes of the June meeting were unanimously approved with one correction.

FINANCIAL REPORT

June Financial Report

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

- Income Statement unadjusted year-to-date: \$372k (\$32k unfavorable to budget)
- Income Statement adjusted year-to-date: \$73k (\$19k favorable to budget)
- Income Statement, 2019 year-end forecast: \$134k (\$25k favorable to budget)
- June 30 "Cash-on-Hand": \$1,076k
- Year-end Forecast "Cash-on-Hand": \$1,082k

Additionally, Joe mentioned the following items:

- AAW can probably expect 1,300 registrants at the 2019 Symposium.
- It appears that AAW membership growth has plateaued. The membership incentives offered last year have had some lingering positive effects and AAW is on track with membership projections.
- The Finance Committee will determine the optimal level for unrestricted reserves.

Auctions

Joe Dickey indicated he is concerned about long term revenue potential obtained from AAW Symposium auctions due to decreasing symposium participation by our traditional collector base.

Phil McDonald stated there will be a significant donation of 100+ turned works that AAW will take possession in 2019. The donor does not have an interest in offsetting the donation

for taxes. Valuation of the collection is under consideration. Phil indicated board input will be sought in determining how to best optimize utilization of the donation assets.

Additionally, Phil explained that there may be an opportunity to leverage the donation to achieve eligibility for operating support grants administered by the Minnesota State Arts Board.

Discussion ensued on the topic of auctions and building unrestricted reserves.

(The meeting recessed at 9:50 a.m. and resumed at 10:00 a.m.)

2020 Budget

Phil McDonald described the timeline for developing the 2020 operating budget and asked Board members to communicate any proposed Committee expense plan for 2020 for the budget before mid-September.

SYMPOSIUM COMMITTEE

2019 Symposium – Raleigh

Jeff Brockett reported he is cautiously optimistic about the AAW Symposium and noted the following points:

- Everything seems to be under control and he expects registered attendees will hit 1,300.
- It's been difficult to get volunteers in recent years. AAW has tried to reduce the burden on local and national volunteer coordinators.
- All Board members have their Symposium assignments and were reminded not to request tables, chairs, or equipment.
- There are two numbers to call if someone gets hurt. Any injuries must be reported to both Jeff and Phil McDonald.
- Board members will be responsible for checking nametags at the banquet. If there are any problems at the door, Hannah will verify dinner tickets.

Youth Turning

Jeff explained that Youth Turning has 26 kids signed up. In that area, another group of 12 students will take one rotation and the Wounded Warriors Project will take one rotation. There are 25 turning stations and if stations are not filled, AAW may need to consider reducing the number of stations or eliminate the youth program. There is one vendor who may not want to participate next year. The Youth program takes a lot of volunteers and costs lots of money.

Special Interest Groups

Jeff alerted the Board of the new schedule this year for SIN sessions. He cautioned to be aware of feedback suggesting this will conflict with tradeshow attendance and other activities. It was suggested that the changes this year be assessed, with possibility consideration for moving back to the Thursday night timeslot.

Elimination of Rotation 11

Jeff described declining attendance last year on Sunday during the 11th Rotation. Counts for Rotation 11 indicated rooms were only 27% full. Consideration may need to be given to eliminating Rotation 11 as this would take stress off getting packed up on Sunday.

Charge Admission to Trade Show

Jeff facilitated a discussion over whether AAW should consider charging admission to the Trade Show. This concept could be communicated in advance to vendors in Raleigh to obtain direct feedback. Positives and negative aspects of the proposal were discussed.

Phil reported efforts undertaken since the 2012 AAW Symposium in San Jose, to steadily improve the service experience for vendors. The trade show remains among the most valuable aspects of the symposium, both for financial reasons and for the high ratings given by attendees.

Jeff indicated that AAW needs to decide now for Louisville and moved that for the 2020 AAW International Symposium in Louisville, AAW will charge \$10 public admission to the Trade Show and Instant Gallery. David Heim seconded the motion.

Greg Schramek recommended that the topic be tabled until the Monday, July 15, so that AAW can advise vendors of the intent, obtain feedback, and make a final decision.

Saturday Night Banquet

Phil McDonald stated that on Saturday night dinner will be served at 6:00 p.m. and ticketed attendees will be invited into the Ballroom at 5:10 p.m. Greg Schramek will MC the program which will consist of two videos: "Stoney Lamar" and "In Memoriam," followed by a formal awards presentation. Al Hockenbery will present Dale Larson with the Honorary Lifetime Member award followed by the Instant Gallery Excellence Awards and the Jerry & Deena Kaplan Award. Acknowledgements will be shown on the screen while people are eating. The program may be over in as little as 45 minutes. At the close of the Silent Auction, Board members and Board candidates should mark the last bid and take all the pencils. Buyers will pick up the sheet of paper and pay for the item. Check out will be handled by staff.

(The meeting recessed at 11:04 a.m. and resumed at 11:12 a.m.)

2020 Symposium - Louisville

Demonstrator Selection

Jeff Brockett reported that Invited Demonstrators for Louisville have been identified. There will be a good mix of big names and local regional demonstrators. Ken Ledeen will be handling invitations.

Louisville Venue

Phil McDonald reported that the overall cost structure for Louisville will be higher. Louisville was the site of historically high AAW Symposium attendance in 2006 and

should draw well. Average attendance at AAW Symposium averaged over the past 10 years, and over the past 5 years has plateaued – neither growing nor decreasing.

The Convention Center is located at the Kentucky State Fairgrounds, has modern updates, and is a bright venue. Similar to the Portland venue, everything is located on one level except for Ballroom. One challenge will be the distance between the host hotel(s) and front door of the Convention Center. A shuttle service for attendees will be explored. Parking is readily available and hotel rates are reasonable. The site offers convenience and lower cost to attend. It is family friendly, near the airport, and has a free shuttle from airport to local host hotel. Louisville is home of the Bourbon Trail, minor league baseball, and Churchill Downs.

Future Symposiums

Jeff Brockett reported AAW should look at sites on the West Coast, although they will mostly likely be cost prohibitive due to hotels, etc. Commitments already made include:

2020 Louisville, Kentucky

2021 Omaha, Nebraska

2022 Chattanooga, Tennessee (to be publicly announced at Saturday's banquet)

MEMBERSHIP REPORT

Incentives for Member Growth

Phil McDonald reported that AAW is still seeing 2% organic growth with 15-20% new memberships each year. He noted that AAW should not lose sight of membership retention efforts which can influence membership levels significantly. Last fall, the Finance Committee advanced a proposal to introduce an incentive with free trial six-month memberships (for individuals who had never before been an AAW member), which would include three printed journals. The incentive is currently being tested with 17 chapters and AAW expects to see about 500 new memberships as a result. Phil requested the Board's insight and ideas for other incentives.

(The meeting recessed at 11:45 a.m. and resumed at 2:59 p.m.)

Phil McDonald proposed that AAW move to a membership model with incentives for anyone who is a chapter member to automatically become an AAW member. The clear distinction between an incentive entry point and any other paid membership class would be the level of access granted to the portfolio of resources available on the website.

Discussion followed and included need for an "unsubscribe" lists, capturing billing information, and expanding the concept to other user communities.

CONFERENCE DIRECT CONTRACT EXTENSION

Phil McDonald will ask for approval on Monday, July 15, for a two-year extension to the existing contract with ConferenceDirect (CD) for AAW Symposium planning and onsite logistics services. Phil summarized the substantial contributions to planning, onsite execution, cost-reduction efforts and attendee services being made by current CD project manager Noelle Grinley and her team. Phil indicated the net change will be about 2% overall (based on \$61k) in 2020 and will remain at that level for 2021.

NOMINATING COMMITTEE

Jeff Brockett reported that all Board candidates for the 2019 election have signed the “no campaigning” agreement and will all be in Raleigh encouraging attendees to vote. Their candidate statements will be in the August issue of *American Woodturner*. Jeff explained that during the Symposium, each candidate will be asked the same questions and their responses will be captured for a three-minute video (for each candidate). Voting begins on August 1 and concludes on August 31, 2019. The three candidates with the most votes will join the Board beginning in 2020.

2020 HONORARY LIFETIME MEMBERSHIP

Greg Schramek requested nominations for the 2020 Honorary Lifetime Membership and reminded the Board that any selection must be a unanimous choice among all Board members.

Jeff Brockett read the existing list of nominees and the criteria for the award and discussion followed.

Joe Dickey made a motion to select Betty Scarpino for 2020 Honorary Lifetime Membership. David Heim seconded the motion which was approved unanimously.

Greg Schramek will notify the Board once Betty has been informed and affirmed her acceptance.

CHAPTER / MEMBER MEETING REVIEW

Phil McDonald reported that a brief PowerPoint presentation has been created to facilitate the group dialogue at the chapter meeting. The meeting will be recorded on Zoom and there will be three cameras that will be “switched” by Ana Lappegard. This will eliminate a need to edit the video. Phil said that Greg Schramek will facilitate the discussion and it is critical that all Board members attend, as well as mingle and answer questions from attendees.

Ken Ledeen suggested that AAW also consider recording video on Zoom for some of the more significant rotations.

(The meeting recessed at 4:15 p.m. and resumed at 4:30 p.m.)

WOODTURNING BEYOND BORDERS

David Heim reported that AAW has been working with nonprofit GreenWood to teach woodturning (a mallet making enterprise) to artisans in remote areas of Honduras. Unfortunately, just as the project took off, the U.S. State Department cancelled their longstanding Forest Service contract for Honduras, which left a large hole in GreenWood's budget. David indicated that GreenWood has planned a "GoFundMe" crowdfunding campaign in August and recommended that AAW donate 10 memberships to be used for campaign incentives to help further the relationship with GreenWood.

Discussion followed.

David Heim made a motion to approve 10 full AAW General memberships to be used as incentives to support GreenWood's campaign. Jeff Brockett seconded the motion which was approved unanimously.

WOMEN IN TURNING (WIT) COMMITTEE

Kathleen Duncan reported that the WIT Committee has had an extremely productive year and noted the following:

- 30 new AAW memberships through WIT have been granted through WIT.
- No events or exhibition grants have been awarded through WIT.
- There are currently WIT Liaisons in 53 chapters.
- Another WIT eXchange at Arrowmont is coming up and 34 women are already registered. WIT needs to meet the 45 capacity. The eXchange is not intended to be a "woodturning how-to," but is a collaborative, creative experience not limited to woodturning. Several mini-eXchanges were held as a result of the 2018 eXchange.
- The WIT Newsletter is edited by Andi Wolfe and is sent regularly to an email list of 2,000 women.

Discussion followed and included how to encourage all 2,000 women on the WIT email list to become AAW members, tracking of renewal rates for WIT awarded memberships, and whether the WIT eXchange benefits only those geographically close to Arrowmont.

SAFETY COMMITTEE

Rick Baker reported that AAW has made significant progress in getting YouTube to remove videos showing how to assemble home-made fractal burning equipment. They have responded positively and have taken down most fractal burning videos.

Rick explained that he recently received a safety complaint from a member who purchased an inferior woodturning tool from Tires Plus/Harbor Freight in Canada. He asked what, if anything, the Board recommended be done in this case.

Discussion followed including AAW cannot restrict the sale of inferior tools, inferior face shields should be prohibited, hard hats and face shields have expiration dates, post a photo of the inferior tool on the AAW Forum Safety page to initiate discussion, and create a video demonstrating the dangers of fractal burning.

CONTRACTS COMMITTEE

Rick Baker stated that the AAW Symposium demonstrator contracts should be refined and include better language.

PUBLICATIONS

Josh Friend reported that he has seen some anecdotal feedback on John Kelsey's Woodturning Fundamentals.

He indicated general complaints regarding *American Woodturner* have been minimal. Some vendors have asked for specialized articles about their particular product. He has explained to them that *American Woodturner* is the journal of a nonprofit, not a magazine, that AAW cannot show favoritism, and does not publish tool reviews or comparisons. All articles are educational, and the ad well is the place for readers to begin product researches.

Greg Schramek reported that the Tuesday, July 9, meeting will convene at 8:30 a.m. for Executive Session. Staff were advised to arrive at 9:00 a.m. The formal meeting recessed for the day at 5:36p.m. and was followed by dinner and an informal discussion until 7:51 p.m.

TUESDAY, JULY 9 MEETING

The formal meeting resumed at 8:30 a.m. on Tuesday, July 9 with an Executive Session. Staff arrived at 9:00 a.m. and the Board meeting continued at 9:19 a.m.)

Noelle Grinley of ConferenceDirect joined the meeting.

RALEIGH SYMPOSIUM LOGISTICS REVIEW

Noelle Grinley reported that she will handle any questions that come up and noted the following points:

- As of Tuesday morning truck arrivals are on schedule onsite and equipment is being moved into place.
- Robin Morrison will be overseeing the Trade Show, which will have a printer in the exhibitor registration area.
- Unloading by car is restricted and anyone unloading on Lenore Street will be ticketed.
- There will be an EMT onsite in the Trade Show, Hall B. If there is an emergency, reach out to Convention Center security first and they will contact the EMT.
- Fern is the decorator. AAW is looking to create a partnership and will be meeting with them in Louisville as well to discuss a multi-year relationship.
- The ConferenceDirect office is in room 202.
- IT: There will be plenty of Internet coverage for exhibitors, and specialized Internet for registration and demo rooms.
- Trolley Tour participants should meet at the front entrance of the Convention Center. Phil McDonald interjected that there has been inconsistent demand in recent years for spouse activities and the only activities offered for 2019 are Trolley Tour and Museum Tour. These activities required preregistration and will not accept walk ins.

- The Visit Raleigh desk will have information about free museums and destinations within walking distance.
- Food Concessions: We want to make sure that AAW exceeds expectations by offering variety and accessibility to food.
- There will be a plated meal for banquet, and the salad and dessert will be preset.

Linda Ferber indicated the AAW truck is onsite and Ana Lappegard is setting up AV. The Tool Room set up and local deliveries went well. T-shirts are onsite, name badges are en route, and there is complimentary Wi-Fi of between 2 and 5 GHz.

(The meeting recessed at 9:41 a.m. and resumed at 9:51 a.m.)

NEW SOFTWARE PRESENTATION

Phil McDonald reported that the new iMIS software will utilize design principles that will make it much different than AAW's current website. Additionally, he noted the following:

- The AAW homepage will serve as the front door to the public. Members who are logged in will be directed to a member homepage.
- The new technology will employ screen scrolling to prevent page overcrowding and because users now are more familiar with pad and cell phone scrolling.
- The navigation will be restructured, intuitive, and simplified, with more white space and larger banners inviting users to click through.
- The Makery (user experience consultant) has provided a design template and AAW will replicate it within the new iMIS tool.
- Menu navigation, clickable banners, and the search field will offer alternative routes to help get members to where they want to go and to access to core resources.
- The separate databases for Explore, Videosource, Demonstrator Direct and AAW Connects features will all be merged into the central membership database.
- Linda Ferber explained that member records need to be cleaned up and condensed along with the structure and function of the registration pages. There will be more than 50,000 records to import including historical records.

PROFESSIONAL SERVICES WORKING GROUP

Ken Ledeen asked Board members to let him know if they are interested in being part of the new professional services working group.

MERIT AWARD

Jeff Brockett indicated that Andy Cole needs clear direction for how to advise the Professional Outreach Program (POP) about the definition and details of the Merit Award, which is currently listed as a "biannual" award in the Handbook.

Andy Cole indicated he believes the Merit Award is a value to AAW membership. He said it sets a bar, target, or standard to be attained by others. He said POP considers people on ongoing list for the Merit Award. Andy said this list should be shared with the Board so that POP and the Board can work together more effectively.

Discussion followed and addressed salient points as outlined by Ken Ledeen:

The Merit Award will be given annually.

- POP will justify its selection of a recipient.
- A lecture or presentation of some type may be planned on a day/time to be determined by Symposium Committee.
- Hotel for three nights will be provided.
- \$300 travel allowance.
- \$500 for honorarium in lieu of a gift.
- AAW Symposium registration and dinner ticket will be provided.
- Sale of Merit Award exhibition items (60/40 split).

Andy Cole made a motion to approve the POP Merit Award definition based on the outline provided by Ken Ledeen. Kathleen Duncan seconded the motion which was unanimously approved.

Greg Schramek noted that AAW offers compensation to POP members who provide specific responsibilities at the AAW Symposium. AAW needs equity among all committees.

Jeff Brockett stated the Symposium Committee has always had a POP member and any decision about administration of the POP member AAW Symposium responsibilities should lay with the Symposium Committee.

Phil McDonald explained that in recent years, AAW reduced the number of POP members who are paid to attend the AAW Symposium from 9 to 4.

(The meeting recessed for the day at 11:54 a.m. and resumed on Monday, July 15, 2019, at 8:00 a.m.)

MONDAY, JULY 15 MEETING

AAW SYMPOSIUM WRAP UP

To reflect on the AAW Symposium event and activities the following people joined the meeting:

- AAW staff: Tib Shaw, Hannah Haas
- ConferenceDirect staff: Noelle Grinley, Casey Judd, and Robin Morrison
- Ana Lappegard, volunteer coordinator and videographer coordinator.

Jeff Brockett asked meeting attendees to recap their observations and identify any high-level issues and opportunities seen over the past 3 1/2 days. He requested that lesser items and minutia be emailed to him by July 24. Below is a list of items shared during the meeting:

- Offer a “text” line for vendors so they can exchange booth coverage while they use the restroom and/or eat, etc.
- The Symposium needs to be marketed more.
- Scheduling should be reviewed regarding the technology of getting in and out of rooms.
- Slow in getting volunteers, many prospective volunteers wait to get the AAW Symposium schedule before signing up to volunteer.
- Better permanent language on the AV boxes this year.
- Attendees were offended due to technology getting in and out of rooms.
- Good placement of EMTs. The system worked well and there were only two incidents.
- Better coordination needed at volunteer area.
- Chapter officers want a way to facilitate communications/connections. Include an area for chapter officers to come and share ideas.
- Consolidate signage more, consider more meter boards.
- Difficult to get enough garbage cans.
- Improve move out experience at the dock.
- There was a blunder, snafu on location of the Instant Gallery Critique.
- Vendors didn’t like starting at 7:00 a.m.
- Silent auction: Figure out a better way to include non-banquet attendees.
- Intimate critiques take special technology.
- Special Interest Groups need to go back to Thursday or be reimaged.
- Special presentation on Thursday night underwhelmed.
- Concerns from some on changes to Handout Book, but overall good.
- Banquet: Add more reserved tables to allow for late seating.
- Consider dedicated volunteer for evening events.
- Members and chapters meetings were train wrecks.
- Although the Trade Show opened at 7:00 a.m. Saturday and Sunday, there was virtually no business between 7:00 a.m. and 9:30 a.m. Vendors complained they didn’t even have time to get breakfast. Times need to sync with the Instant Gallery because of walk through.
- AAW needs to identify someone as soon as possible to take over the symposium schedule from Al Hockenbery, who has done the work for the past 14 years.
- The chapter website and newsletter winners were a “blink and you miss it.”

- David Ellsworth suggested that for Merit Award recipients who are not present to accept their award (like Stoney Lamar), that their work be placed on stage.

Phil McDonald commended everyone for the high quality of collaboration making Raleigh among the best overall outcomes in recent experience. He shared the following preliminary AAW Symposium related metrics:

- Total registrations: 1,348 (95 walk-in registrations)
- Non-registered attendance: Approximately 900
- Total number of individuals onsite for the event: Over 2,000
- Instant Gallery: 722 items from 383 people. AAW has seen a decline in IG work in recent years.
- Trade Show exhibitors observed people with wristbands purchasing merchandise.
- Food: AAW met all minimums and there will be no penalties.
- Beads of Courage Bags made: 125
- Beads of Courage Boxes donated: About 100
- Silent auction: \$13,000 raw/preliminary
- Friday night auction: \$40,000 raw/preliminary
- POP Auction: \$35,000 raw/preliminary

(The meeting recessed at 8:55 a.m. and resumed at 9:07 a.m.)

CHARGING ADMISSION TO THE TRADE SHOW

Jeff Brockett asked the Board for permission to withdraw his Monday, July 8, motion to charge \$10 for the Trade Show.

Discussion followed which included loss of traffic by charging admission, vendors don't like the idea, and most vendors are small - we would be doing them a disservice by charging admission.

Permission was granted unanimously to withdraw the motion to charge \$10 for the Trade Show and the motion was withdrawn.

CONFERENCE DIRECT CONTRACT

Phil McDonald recommended a motion to approve the ConferenceDirect contract extension addendum contingent on review by Contracts Committee. Approval will extend the relationship with CD for the Louisville and Omaha symposia. He stated there is no substantive business risk and the addendum contains costs at 2%.

Jeff Brockett made a motion to approve the ConferenceDirect contract extension addendum contingent on approval of Contracts Committee. David Heim second the motion which was unanimously approved.

AUCTIONS

Greg Schramek reported that the 2019 commitment to the live auctions by auctioneer, John Hill, may be the final year. Andy Cole has requested auctioneer recommendations from John Hill, and the topic will be a top agenda item at next POP meeting.

SYMPOSIUM - LAST ROTATION ON SUNDAY

Jeff Brockett indicated that attendance numbers for Rotation 11 on Sunday were low. A decision about whether to eliminate Rotation 11 needs to be made before Invited Demonstrators are contacted on August 31.

BOARD ELECTION

Phil McDonald reported that the video interviews for Board candidates for the 2019 election will be on the website by July 19.

Josh Friend noted that the August issue of *American Woodturner* will feature the candidate statements.

UPCOMING MEETINGS

(All Times Eastern)

August 22, 2:00 p.m. EST

September 19, 2:00 p.m. EST

October 24, 2:00 p.m. EST

November 16 & 17 (November 15 Fly-in Day)

December 19, p.m. EST

ADJOURNMENT

Kathleen Duncan made a motion to adjourn the meeting. Andy Cole seconded the motion and the meeting was unanimously adjourned at 10:58 a.m. EST, on Monday, July 15, 2019.

Respectfully submitted,
Kathleen Duncan, Secretary