

AMERICAN ASSOCIATION OF WOODTURNERS

Meeting of the Board of Directors

Thursday, January 21, 2021

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via Zoom teleconference, at 3:04 p.m. Central Time on Thursday, January 21, 2021, with President Greg Schramek presiding.

The following Board members were present: Rick Baker, John Beechwood, Linda Britt, Jay Brown, Andy Cole, Joe Dickey, Mike Summerer, and Molly Winton. Also in attendance were Managing Editor Josh Friend and staff members Phil McDonald, Jennifer Newberg, and Kim Rymer.

APPROVAL OF MINUTES

Greg Schramek called for corrections to the minutes of the regular Board meeting held on December 17, 2020.

Mike Summerer made a motion to approve the minutes of the meeting. Molly Winton seconded the motion, and the minutes were unanimously approved.

FINANCE COMMITTEE

Financial Reports

Joe Dickey summarized the financial reports for December 31 and noted the following points:

- Income Statement, unadjusted year-to-date: \$569.9k (\$426.0k favorable to budget)
- Income Statement, 2020 year-end forecast: \$558.7k (\$414.0k favorable to budget)
- December 31 "Cash-on-Hand": \$1,354.0k
- Year-end Forecast "Cash-on-Hand": \$1,354.0k

Joe noted the following points:

- "Dues revenue" is not the same as the "dues accrual."
- 2021 may be a more challenging year and AAW will need budget flexibility as a result.
- For depreciation, AAW will take as much as allowed in 2020 to decrease the burden in 2021.

Cash Investment Strategy Update

Joe said the Board passed guidelines for investing during last month's Board meeting and

Phil recommended investing approximately \$500k in a balanced fund.

Phil McDonald stated the recommendation is to make initial investment of \$500k in a Fidelity balanced fund. AAW is ready to begin investing and will review the fund's performance over time.

EXECUTIVE DIRECTOR REPORT

Membership Report

Phil McDonald reported Jennifer Newberg will assume membership reporting responsibilities. Going forward, Jen will provide an update and answer questions on this topic.

Jen stated that she is tracking membership on a daily and weekly basis. Currently, AAW is on track to surpass 2021 January goals. She explained the "The Nitty Gritty of Sanding" book was an incentive offered to soon-expiring members just before their memberships lapsed. It worked well. Additionally, Jen noted a large number of long-lapsed members have renewed.

Phil mentioned the monthly membership acquisition patterns have been flattening out over past years due compared to historical trends when all members expired at year-end memberships.

Operational Priorities Update

Phil summarized AAW's operational staff priorities as follows:

2021 Staff Priorities

- Membership Services & Programs Support
- Membership Renewals & Growth Initiatives
- 20212 Omaha Symposium Planning/Execution
- 2021 Virtual Symposium
- Virtual Program Execution & Support: Master Series, TWB Demos, WIT, etc.
- St. Paul Gallery Virtual Tour: The concept is not quite ready for implementation. A local consultant is digitizing other galleries and provided AAW with an inexpensive proposal for a 3D tour. The cost is about \$1-2k. The 3D tour can potentially be updated for exhibitions and could have other applications.
- Social Media Strategy

POP COMMITTEE

Merit Award

Andy Cole read the mission statement for the POP Merit Award, as follows:

“This award is given in honor of an artist’s career achievements and the influence their artwork has had on other artists within the field of woodturning.”

The POP committee named three candidates the committee believes are qualified for the award. The candidates include one recipient and two alternates (in case the selected recipient cannot accept the award).

Andy explained the perceived value of the award varies from person to person. If the recipient makes a presentation at the AAW Symposium, they receive a \$500 stipend/honorarium. Additionally, the recipient is featured in an *American Woodturner* article.

Andy made a motion for the AAW Board of Directors to approve the three nominees, as researched and approved by the POP committee, to be eligible to receive the annual Merit Award in this and coming years. The Merit Award is given to one artist annually as set by the Board.

John Beechwood seconded the motion which was followed by discussion. The motion was unanimously approved.

DEMONSTRATOR SELECTION & PROGRAM PLANNING COMMITTEE

Virtual Symposium

Mike Summerer reported the AAW business plan and budget assume one Virtual Symposium in 2021 slated for early fall. The committee is beginning discussions about possibly adding another Virtual Symposium in June. No demonstrators have been selected for the event yet and presenters from the Omaha Symposium will be offered demonstration roles first.

Online Events

The AAW online series events have been planned through May, as follows:

- John Beaver - February
- Liam O’Neill - March
- Cindy Drozda - April
- Eric Loftstrom - May

He noted Liam O’Neill must travel to a video site for the event. Travel restrictions due to COVID-19 could pose an issue.

Mike indicated there are currently 770 registered for the Betty Scarpino event. Mike Summerer stated Betty Scarpino’s presentation will be high-quality and no one has worked harder to promote the event on social media than Betty.

TURNERS WITHOUT BORDERS COMMITTEE

John Beechwood reported the committee will host a Spanish language online demonstration featuring Emiliano Achaval on January 30. A dry run is scheduled for next week and, so far, there are 149 registered attendees. To reach the Spanish-speaking audience, most of the promotion for the event has been done via social media.

John said the committee will likely host another Spanish event and is considering events in other languages. Louis Vadeboncoeur has been in conversation with someone in France, so a French demonstration could materialize.

A second event may include a nominal fee.

YOUTH COMMITTEE

Linda Britt explained that past youth programming has been focused on kids connected with a parent or grandparent in attendance at the AAW Symposium.

She said the committee wants to reach teachers in middle school and high schools because students keep changing and teachers stay longer term. A couple of good plans have already been developed. The committee will reach out to the Chapter Leadership online community to find out which chapters may already be reaching out to teachers and students.

Linda noted that interactive remote demonstrations are not likely to hold the interest of youth, according to Kip Christensen, a Professor in the School of Technology at Brigham Young University.

WOMEN IN TURNING (WIT) COMMITTEE

Linda Britt reported the committee recently finished its Virtual EXCHANGE. She indicated another EXCHANGE will begin on March 8, which is National Women's Day.

GRANTS COMMITTEE

Molly Winton indicated the number of grant applications submitted is low. Submissions are equally divided between schools, chapters, and individuals. The committee will be able to prioritize all applications in one meeting. It is likely the \$15k currently available for grants will not be used entirely.

NOMINATING COMMITTEE

Joe Dickey reported that the committee members are Jeff Brockett, Nick Cook, and Cheryl Lewis. AAW needs diversity on the Board, as well as candidates who have financial knowledge. He said ideas and recommendations for prospective Board candidates are welcomed.

SAFETY COMMITTEE

Rick Baker reported that AAW was contacted by an emergency room doctor who treated a fractal burning patient who survived. The doctor wrote an article on electrocution from fractal burning for an emergency medicine journal and referenced AAW's website in article. Rick responded to the doctor and asked if he would be willing to provide a short video explaining the invisible dangers of electricity and fractal burning. He also asked if the article could be reduced in length and medical terminology translated for a nonmedical audience. AAW could make the article available on the website to be found by people who are searching for fractal burning information.

Discussion ensued.

Rick noted that committee will have a discussion on AAW Symposium safety issues tomorrow.

UPCOMING BOARD MEETINGS

All remote sessions will be held at 4:00 p.m. Eastern Time except where noted.

2021

- February 18, remote
- March 18, remote
- April 22, remote
- May 20, remote
- June 24, remote
- July 12, 13, 19 (Omaha face-to-face, July 11 arrival date)
- August 19, remote
- September 16, remote
- October 21, remote
- November 13, 14 (St. Paul face-to-face, November 12 arrival date)
- December 16, remote

ADJOURNMENT

Andy Cole made a motion to adjourn the meeting. Jay Brown seconded the motion, and the meeting was unanimously adjourned at 5:09 p.m. Central Time, on Thursday, January 21, 2021.

Respectfully submitted,
Jay Brown, Secretary