

AMERICAN ASSOCIATION OF WOODTURNERS

Meeting of the Board of Directors

Thursday, June 24, 2021

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via Zoom teleconference, at 3:00

p.m. Central Time on Thursday, June 24, 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 staff members Phil McDonald, Jennifer Newberg, and Kim Rymer. Managing Editor Josh Friend was absent.

APPROVAL OF MINUTES

Greg Schramek called for corrections and/or changes to the minutes of the regular Board meeting held on May 20, 2021. No corrections or changes were indicated. Molly Winton made a motion to approve the minutes of the meeting. Linda Britt seconded the motion, and the minutes of the meeting were unanimously approved.

FINANCE COMMITTEE

Financial Reports

Joe Dickey summarized the financial reports for May 2021 and noted the following:

- Income Statement, unadjusted year-to-date: (\$9.0k) (\$28.1k unfavorable to budget)
- Income Statement, 2021 year-end forecast: (\$72.4k) (\$108.0k unfavorable to budget)
- May 31 "Cash-on-Hand": \$1,343.0k
- Year-end Forecast "Cash-on-Hand": \$1,307.0k

Joe noted the year-end income statement and cash flow forecasts each incorporate confirmed Symposium cancellation financial settlements with the two hotels in Omaha.

Phil McDonald added that, while the AAW has settled with the Hilton and Marriott hotels, no resolution to report on the settlement offer with the Omaha Convention Center.

Auditor's Report

Joe Dickey made the following motion on behalf of the Finance Committee:

RESOLVED, upon recommendation of the Treasurer and with the consent of the Finance Committee, the AAW Board of Directors accepts the Preliminary 2019 audited financial statements with revisions noted by the Finance Committee and directs the independent auditor to finalize the reports.

Mike Summerer seconded the motion which was unanimously approved.

EXECUTIVE DIRECTOR REPORT**Membership**

Jen Newberg reported that membership is tracking similarly to last year. She noted that staff is making phone calls to recently lapsed members with excellent results. Jen stated AAW's virtual programming is helping to grow membership.

Event Insurance

Phil McDonald explained AAW is pursuing event insurance for future symposium events. Today, the premium is significantly higher than in the past (\$2k vs. \$7k) while offering less coverage. A communicable disease rider is no longer available. Phil is in the process of obtaining competing premium proposals.

Discussion followed and will continue at the July in-person Board meeting in St. Paul.

Chapter Leaders Forum

Phil McDonald reported the Chapter Leader Forum events help meet chapter leader needs for best practices. The recent sessions were arranged on short notice and attendance has been under 100. As a result of the events, a new resource center is being built for chapter leaders on AAW's website with resources from the sessions.

Board Face-to-Face Meeting in July

Phil McDonald outlined a tentative meeting agenda for July and addressed having Board members take ownership and help shape the face-to-face Board meeting in July.

Greg Schramek indicated items may be added to the agenda. He suggested the Board discuss high level topics, like revisioning future symposia, long-term budget related planning, the evolution of Board working relationships, and implications of staff working from home.

2021 VIRTUAL SYMPOSIUM

Phil McDonald stated the amount of work to plan, produce, and be ready for the Virtual Symposium is huge. He feels good about the progress and indicated he cannot understate the amount of effort required. Phil said revenues to-date have already reached the budget breakeven point.

Jen Newberg reported, to date, there are 1,400 registered for the Virtual Symposium, which is equivalent to \$60k in revenue. She said registration is nearly on track and the registration pattern for virtual events is much different than for in-person events. People tend to wait longer to register for virtual events.

Jen explained AAW has a marketing plan for the Virtual Symposium and has launched a social media campaign. She encouraged Board members to follow AAW, as well as like, share, and comment on the social media posts because it helps expand outreach.

Jen created a practice session in Hopin (the virtual event software platform) to give presenters and vendors a chance to see how it works, how it's like Zoom, and how it's different. She is currently matching volunteers with opportunities, such as producers and Q & A moderators. Jen would like the Hallway Talks immediately following each rotation to be moderated by Board members. After July 1, Board members will receive a link to login. Jen encouraged Board members to fill out their profiles completely including their photos and roles as Board members.

Jay Brown suggested having a place within Hopin where individual chapters can meet and connect.

DEMONSTRATOR SELECTION & PROGRAM PLANNING COMMITTEE

Mike Summerer indicated the calendar of AAW virtual events is complete through January 2022. Currently, his committee is designing a program for the November Virtual Symposium. Mike has been monitoring registration for virtual events and says it's on a downward slope. He believes people are adjusting to the post-COVID recovery and this could affect AAW's plans for next year.

WIT COMMITTEE

Linda Britt reported the WIT Exchange on July 19 showcased the work of 88 women, on 28 teams, from seven countries. More than 350 people registered for the event, with a live attendance of approximately 140 people. Joey Richardson will be the presenter for WIT Presents on June 12. Linda said WIT decided to postpone an August event due to Zoom fatigue.

TURNERS WITHOUT BORDERS (TWB)

John Beechwood indicated TWB did not host an event since last Board meeting. The committee is currently deciding how to move forward. John said attendance has been good, though below expectations, and expects to have more information after the Symposium.

POP COMMITTEE

Andy Cole reported the committee's current focus is the Virtual Symposium and believes everything is on track. The Merit Award video to be released during the virtual symposium has been delivered.

NOMINATING COMMITTEE

Joe Dickey indicated Ana Lappegard is conducting and recording virtual interviews for each of the Board candidates.

Phil McDonald reported that AAW will no longer offer mail-in ballots, since so few have been received in recent years.

SAFETY

Rick Baker stated a doctor, who treated a patient with severe burns because of a fractal burning incident, recorded a video warning people about the dangers of the technique. The video was provided to AAW and will be placed on the website.

MEETING OF MEMBERSHIP

Greg Schramek stated the AAW is required to have a member meeting each year and asked about scheduling. He wants to provide members with 30-days advance notice so they may submit questions.

Phil McDonald suggested staying away from September and that the best time might be the third week of August.

Greg indicated a Thursday evening might work well and asked Phil to review the calendar and propose dates. He said evenings are better than weekends and the meeting will be recorded for replay.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

UPCOMING BOARD MEETINGS

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

2021

- July 28, 29 (St. Paul face-to-face, July 27 arrival date)
- August 19, remote
- September 21 remote
- October 20 remote
- November 13, 14 (St. Paul face-to-face, November 12 arrival date)
- December 16, remote

EXECUTIVE SESSION

Jay Brown made a motion for the Board to enter Executive Session. Andy Cole seconded the motion, which was unanimously approved. The Board entered Executive Session.

ADJOURNMENT

Jay Brown made a motion to adjourn the meeting. Andy Cole seconded the motion, and the meeting was unanimously adjourned at 4:35 p.m. Central Time, on Thursday, June 24, 2021.

Respectfully submitted,
Jay Brown, Secretary