

AMERICAN ASSOCIATION OF WOODTURNERS

Meeting of the Board of Directors
Wednesday and Thursday, July 28 and 29, 2021

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened, at 8:30 a.m. Central Daylight Time on Wednesday, July 28, 2021, at Landmark Center, in St. Paul, Minnesota, with Vice President Mike Summerer 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, as well as Managing Editor Josh Friend.

DICK GERARD

Josh Friend explained he was notified that Dick Gerard, AAW Honorary Lifetime Member 2004, passed away. There will be a tribute article in the October issue of *American Woodturner* honoring Dick's memory.

APPROVAL OF MINUTES

Mike Summerer called for corrections and/or changes to the minutes of the regular Board meeting held on June 24, 2021. No corrections or changes were indicated. Rick Baker made a motion to approve the minutes of the meeting. Molly Winton seconded the motion, and the minutes of the meeting were unanimously approved.

EXECUTIVE SESSION

Rick Baker made a motion for the Board to enter Executive Session. Molly seconded the motion, which was unanimously approved. The Board entered Executive Session and returned to the regular meeting.

REPORT OF NOMINATING COMMITTEE

Vacancy: President

Joe Dickey made a motion to appoint Mike Summerer to the role of President to fill the vacancy left by Greg Schramek's resignation, and with Linda Britt to fill the vacant Vice President role. Andy Cole seconded the nomination. There were no other nominees presented. Mike Summerer recused himself from the vote. The motion was unanimously approved to appoint Mike Summerer to fill the role of President and Linda Britt to fill the role of Vice President.

2022 Nominees

Joe Dickey indicated the Board will review the election results before making a Board appointment. Expertise of elected Board members should be reviewed, and skill sets should be identified to address gaps. The appointed Board member should be selected based on this criterion.

Mike Summerer scheduled a remote Board meeting for Friday, September 3, at 3:00 Eastern Time, to discuss election results, expertise, skill sets needed, and appointment of a Board member.

FINANCE COMMITTEE

Treasurer's Report

Financial Reports

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

- Income Statement, unadjusted year-to-date: \$8.6k (\$13.1k unfavorable to budget)
- Income Statement, 2021 year-end forecast: (\$30.0k) (loss, \$66.0k unfavorable to budget)
- June 30 "Cash-on-Hand": \$1,342.0k
- Year-end Forecast "Cash-on-Hand": \$1,320.0k

Phil McDonald noted the following points:

- Cash flow is proceeding on plan.
- Membership dues are performing close to plan.
- Donation revenue in January was \$40k. AAW recently received \$17k from an estate.
- The cost of cancelling Omaha hotels is already included in year-end forecasts. Potential for settlement with the Omaha Convention Center is not included in the forecasts.

990 Tax Return

Joe Dickey reported the Finance Committee received a completed 2020 IRS Form 990 tax return from the auditors. The committee agrees with the report. Joe made the following motion:

"Motion is hereby made, as recommended by the Finance Committee, that the Board approve the 2020 IRS Form 990 tax return as prepared and presented by Olsen-Thielen, our independent auditing firm."

Mike Summerer seconded the motion to approve the 2020 IRS Form 990 tax return which was unanimously approved.

Phil McDonald noted the Minnesota Charitable Organization Annual Report is due in early

November and will come up for Board approval in September or October.

2022 FINANCIAL PRO FORMA

Phil McDonald offered a historical perspective for the priority given to progressively building reserve funds since 2012. AAW finally moved to positive reserve levels in 2017.

Joe Dickey reported AAW needs 25-50% of operating budget in restricted reserves. The Finance Committee conducted a risk analysis, and the 25% restricted reserves level was determined. Today, AAW is well-positioned to sustain its restricted reserves level. Discussion continued in regard to preparing for the 2022 budget process.

MEMBERSHIP REPORT

Jen Newberg reported that membership is tracking close to plan at 14,610 total. She noted bringing in new members is expensive and keeping them is less expensive. Jen explained membership dues are close to plan.

A number of considerations were discussed:

- From 2016 to 2018 there were about 20,000 in chapters with an average age of 65. At that time AAW had 15,000 members and about 25% did not belong to a chapter.
- When Vision 2020 was launched, chapters indicated a need to make it easier for them to promote AAW.
- Affiliate membership offers chapter members a full AAW membership free for three months.
- There are individuals who exclusively focus on social aspects of chapter membership.
- Benefits of a membership dues increase are not realized for 2-3 years.
- Set membership goals devise steps for growing membership.

Mike Summerer asked staff to come back with a target membership number along with strategy/tactics based on Board discussions.

PROFESSIONAL WOODTURNERS AND WOOD ART MARKETS

Mike Summerer facilitated discussion asked about the AAW mission, the role of professional woodturners in AAW, and AAW's role in promoting the work of professional woodturners to galleries and museums.

Mike suggested that the Board reach out to the Professional Outreach Program (POP) Committee about how AAW can support professionals beyond what it is already doing.

OFFICE LEASE

Rick Baker initiated discussion whether staff office space needs have changed since staff have been working from home due to COVID-19.

Phil McDonald provided an overview of the headquarters lease and benefits and downsides of working remotely. Lease renewal is due in December and a near term plan impacting 2022 will be developed. A more comprehensive review of AAW facility requirements, and exploration of alternatives would be elevated in priority when developing operating initiatives for 2022.

VIRTUAL PROGRAM PERFORMANCE

AAW Presents

Jen Newberg reported that from 2020 to current, AAW completed a total of six AAW Presents programs, each with different results. The first event attracted 1,700 registrations and attendance decreased from there. Most recently, Eric Lofstrom attracted 500 registrations in May and Keith Gotschall drew 277 in June. We are seeing an average of 500 registrations per event.

Discussion included the following points:

- The extent to which Zoom fatigue may be impacting attendance.
- Programs should be suspended for July and August because of competition with other summer activities.
- The calendar has filled with AAW, WIT, and Virtual Symposium events. Work to optimize programming availability and schedule coordination.
- Regional Symposia will be coming back from COVID hiatus and thus presents an additional opportunity for woodturner engagement.

Virtual Symposium

Jen Newberg reported the Virtual Symposium attracted 3,100 registrations and about 100 of these registered directly using Hopin. Of the 3,100 registered, 2,800 successfully clicked through to the Hopin platform. Peak attendance was 1,600 during one of the demonstrations.

Discussion ensured covering a range of factors including experience with the new Hopin conference platform, replay accessibility, participation in Hallway Talks, Trade Show, and results of the attendee survey.

SYMPOSIUM COMMITTEE

2022 Chattanooga Symposium Update

Jay Brown indicated his committee is composed of Rick Baker, Ana Lappegard, Jim Dvorack (Local Lead), Linda Britt, and KC Kendall. He reported Chattanooga is just 11 months away. Jay explained a site visit will occur August 18-21, 2021 and will be hosted by our ConferenceDirect manager, Noelle Grinley.

Invited Demonstrators

There are 12 invited demonstrators committed.

Selected Demonstrators

Jay reported the committee has received 11 applications for selected demonstrator positions and expects more may come in at the last minute before the deadline.

Symposium Format

Jay indicated the committee will decide if the AAW Symposium will be a hybrid at its next committee meeting.

Schedule

KC Kendall will lead additional demonstrator selection and the creation of the rotation schedule.

Volunteers

Ana Lappegard will focus on volunteers, their roles, and how many will be needed.

Local Flavor/Activities

Jim Dvorack created a list of destinations for things to see and do in Chattanooga.

2024 Symposium

Jay Brown indicated the focus is on venues to the West. RFPs were sent out in June to Portland, Seattle, San Diego, Salt Lake City, and more. Seattle, Long Beach, and San Diego have already turned AAW down. Jay asked the Board about whether AAW would consider a holiday weekend, not including July 4. There are several good city locations that have Memorial Day weekend available. The committee is exploring other options including Phoenix and Tucson.

Future Symposium Models

Jay Brown explained that AAW may move to a hybrid model for Symposia because streaming content is becoming a standard model. AAW must be the leader. He indicated the revenue stream could be stronger with a hybrid model. There are three hybrid models that could work:

- In-person demonstrations with in-person attendees and outbound streaming.
- In-person demonstrations and remote demonstrations with outbound streaming.
- A fully integrated model would be in-person demonstrations that are streamed simultaneously with remote interaction.

Mike Summerer brought up demonstrator compensation and expectations for future compensation. He explained demand will be high in Chattanooga and suggested pressure testing and economic analysis. Jen Newberg noted video replays of demonstrations are a strategic consideration requiring consultation with demonstrators due to licensing concerns.

GENERAL LIABILITY INSURANCE

Phil McDonald reported, due to COVID, chapters were not in a position to return to physical meetings and interest in paying for chapter liability insurance was a concern. Therefore, no income from chapters for chapter insurance in 2021. Decisions regarding insurance program availability next year will be revisited in the 2022 budget discussions.

TURNERS WITHOUT BORDERS (TWB)

John Beechwood reported there have been four TWB events with paid demonstrators. The events were free and attracted about 200 attendees on average. John highlighted what has been learned, including safety issues, identifying demonstrators with remote capabilities, and communication challenges. John indicated interest in possibly doing a TWB virtual events quarterly. The TWB committee sees the goal as educational outreach vs. revenue stream and expects to define its mission at next meeting. It was also suggested the committee consider shifting its focus to affiliations and synergies with existing associations in other countries.

RESOLUTION RECOGNIZING GREG SCHRAMEK'S BOARD SERVICE

Mike Summerer asked the Board if there are any changes to the Greg Schramek resolution which was included in the Board packet.

WHEREAS, in seven years of volunteer service, Greg Schramek demonstrated vision, heart, and a passion devoted to AAW's educational mission. In his tenure Greg held the position of Board President for six years, while also serving on the Executive Committee, the Finance

Committee, and the Long-Range Planning Committee. Greg's leadership contributed invaluable insight, perspective, and counsel to the Board of Directors and staff in the fulfillment of the AAW programs and services;

WHEREAS AAW acknowledges and extends its gratitude to Greg for his guidance and steerage through numerous strategic challenges. Under his leadership, AAW established the five-year Vision 2020 strategic planning framework resulting in a long-term information technology plan to prepare for and support emerging member needs and service delivery expectations. During this period, AAW installed critical technology groundwork leading to core program and educational offering improvements, enhanced in-person and virtual symposia event experiences, new online woodturning communities, and introducing the foundational infrastructure essential to AAW's successful navigation through the COVID-19 pandemic;

We are grateful to Greg for his stewardship, humility, and enduring concern for the long-term well-being of AAW.

NOW, THEREFORE, BE IT RESOLVED, the Board of Directors acknowledges and extends its gratitude to Greg Schramek for his distinguished service to the AAW and his lasting contributions to the AAW, its mission, and its members.

Linda Britt made a motion to accept the resolution as presented. John Beechwood seconded the motion which was unanimously approved.

AGENDA FOR MEMBERS MEETING/SET DATE

Mike Summerer stated if AAW has announced the election results in early September the Annual Member Meeting could be scheduled for the second or third week of September. He said the agenda currently includes 1) Call to order, 2) Approval of minutes of the previous Annual Member Meeting, 3) Introductions of new members of the Board, 4) Budget, 5) Symposium planning, and 6) Questions from members.

Mike stated the format will be informal. AAW will solicit questions from membership ahead of the meeting and will answer additional questions if there is time. After discussion, Mike proposed a date for the Annual Member Meeting as Saturday, September 11, 2021, at 2:00 Eastern time, which was unanimously accepted.

WIT UPDATE

Linda Britt reported the WIT eXchange attracted 38 women last year and 88 women this year.

She indicated WIT had a vendor booth at the Virtual Symposium with a slideshow explaining WIT and showcasing all their recent events, including the WIT 2021 Virtual Exchange and WIT Presents programs. Additionally, following the Saturday night rotations, WIT hosted a

discussion with three panelists and Andi Wolfe as moderator on mentoring. Linda noted there are currently 1,800 followers on the unofficial WIT Facebook page.

YOUTH COMMITTEE

Linda Britt reported the Youth Committee is trying to find educators. The committee plans to find chapters who want youth programs and connect them with chapters with strong youth programming. Also, the committee is working out the membership incentive details for students and plans to work with groups, like Girl Scouts, to draw in more youth. Molly Winton noted there are youth programs that have submitted grant applications.

The Youth Committee had a vendor booth at the Virtual Symposium with a slideshow of information about the goals of the committee, the resources available to educators on the AAW website, and how educators can obtain an AAW membership.

ADVISORY COMMITTEE PURPOSE, QUALIFICATIONS, SELECTION

Mike Summerer explained he has observed that people who have been involved in AAW leadership continue to be an important value to the organization. Currently, there are 10 in the Board of Advisors. They don't meet as a group. Board members should reach out to them individually for advice, ideas, and more. AAW needs to be considerate of people who have served in this group.

VIRTUAL SYMPOSIUM

Mike Summerer facilitated discussion over what did and did not work for the 2021 Virtual Symposium. Salient points were captured for future improvements.

IRD EVENT CALENDAR

Phil McDonald explained the AAW Remote Demonstrator Calendar was set up on short notice in 2021 to provide a new channel for demonstrators to reach the AAW membership. He recommends the calendar continue to remain behind the member wall on the website. Should AAW expand the calendar to include other events?

Mike Summerer stated the Remote Demonstrator Calendar events have not been vetted. Programs have not been reviewed for quality or safety.

Phil indicated the calendar is simply another form of advertising and AAW does not vet other ads. He noted AAW should price events accordingly based on size and number of demonstrators.

AAW VIDEO ARCHIVE

Phil McDonald raised the topic of the potential for expanding member access to an AAW video archive where AAW would own or have permission to rebroadcast AAW virtual event demonstrator videos, etc. The concept was further explored, as numerous opportunities and constraints were discussed.

UNFINISHED BUSINESS

Budget

Phil McDonald reminded Committee Chairs to contact him with any new spending proposals for the budget, including technology investments for Symposiums, etc.

Upcoming Meetings

Mike Summerer indicated the Board meeting on August 19 has been cancelled. There will be a Special Board meeting on September 3, 2021, at 3:00 p.m. Eastern Time. Additionally, the Annual Members Meeting is scheduled for Saturday, September 11, at 2:00 p.m. Eastern Time.

NEW BUSINESS

None

UPCOMING BOARD MEETINGS

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

- September 3 – Special Board Meeting at 3:00 p.m. Eastern Time
- September 11 – Annual Members Meeting at 2:00 p.m. Eastern Time
- September 21 - Remote
- October 20 - Remote
- November 13 and 14 (St. Paul face-to-face, November 12 arrival date)
- December 16 - Remote

ADJOURNMENT

Andy Cole made a motion to adjourn the meeting. John Beechwood seconded the motion, and the meeting was unanimously adjourned at 10:45 a.m. Central Time, on Wednesday, July 29, 2021.

Respectfully submitted,
Jay Brown, Secretary