



AMERICAN ASSOCIATION OF WOODTURNERS
Board of Directors Meeting
October 17, 2024 via Zoom

CALL TO ORDER

The meeting was called to order at 4:03 pm by President Mike Summerer. All Board members were present. Also present were Jennifer Newberg, Josh Friend and new Board member David Fellows.

APPROVAL OF MINUTES

A motion was made by KC Kendall, with a second by Jay Brown, to approve the September 4, 2024 meeting minutes. The motion passed.

FINANCE REPORT

Chuck Lobaito, Board Treasurer, stated that the finance reports are in a new format from our new bookkeeping firm, Your Part Time Controller, LLC (YPTC). This firm only works with non-profit organizations. The finance committee worked with Christian, who will handle our account, and was very impressed with the initial meeting. The AAW will now get a summary at the beginning of each report. The AAW had a 7% return on endowments. This fund is conservatively invested. The Portland symposium was successful and the AAW received more than expected revenue. Trade show sales and registrations for the St. Paul Symposium will begin in November. Membership numbers remain constant.

Jennifer Newberg advised that she began working on the 2025 budget in September, and in November will have a thorough plan with specific numbers, with the goal of a balanced budget, for the Board to review. The Board will do the final approval of the budget at the December Board meeting. Jennifer also announced that Jane Charbonneau plans to retire on December 12, 2024, after 21 years with the AAW. There are plans for a new member campaign before the end of 2024.

EXECUTIVE DIRECTOR REPORT

See attached report.

COMMITTEE REPORTS

Fundraising Committee. Chair Reid Zimmerman advised that the committee is planning for a Fall fundraising campaign. Two grants have been applied for and the AAW is waiting to see if approved. Reid advised the AAW competes for grants with organizations that invest in human needs, such as food, medical care, etc., and woodturning cannot compete. The two grants applied for are from Minnesota based organizations and were written to support the St. Paul Symposium.

Symposium Committee. Chair Jay Brown advised that Mark Dreyer had been added to the committee. Planning for the symposium continues and registration will open in November, 2024.

Demonstration Committee. Chair KC Kendall advised that 79 people had applied to demonstrate in St. Paul, and 12 were selected. There will be 16 domestic, 7 international and 3 women demonstrators. The names will be released once contracts have been signed.

POP Committee. Chair Kimberly Winkle advised that POP had selected the two POP Showcase artists and the Merit Award winner and that the names will be published when registration opens.

Strategic Planning Committee. Chair KC Kendall advised that a sub-committee of eight members has been meeting to ensure consistency among the four categories of the Strategic Plan that was prepared at the August planning session. After some discussion, a few changes were made to the original plan. The Board will continue working on the Strategic Plan at its' in-person Board meeting in November.

There being no further business, Mike Summerer adjourned the board meeting at 5:54 pm.

Respectfully submitted,

Linda Britt
AAW Board Secretary

Executive Director Report to the Board

October 2024

Key accomplishments in the last month:

- Celebrated Jane Charbonneau's 21st anniversary and Alexa Manning's 4th anniversary with AAW in September.
- Worked with the accountant to review 2024 deposit documentation and QuickBooks entries.
- Updated strategic planning and other additional program content on woodturner.org.
- Alexa completed her HootSuite Certification, improving AAW's ability to track analytics and social media trends in woodturning.
- Completed a site visit for the Saint Paul Symposium with Noelle Grinley from Oct 15-17 to finalize contractor commitments and the budget.
- Released the October Journal, including online setup and social media announcements.
- Launched the Symposium Sweepstakes with sponsors. Over 1,400 entries were received after the first announcement. The primary goal is to gain new prospects through social media posts and ads, with results compared to last year.
- Planning for the Studio Art Quilt Joint Exhibition is underway. The first venue will be the [Windgate Museum Art](#) at Hendrix College, Conway, AR.
- The Gallery of Wood Art was featured in the Twin Cities blog post "[Saint Paul by Bike](#)."
- Conducted the annual insurance review with Assured Partners to finalize chapter insurance specifications for the 2025 renewal.
- Reposted the Website and Database Manager position on a national association site.
- Currently interviewing two candidates for the Event Manager position.
- Conducting preparation and research for a virtual symposium using Vimeo, replacing previous broadcasting software.
- The [Luce Exhibition Auction](#) website is live. Bidding opened on Saturday, October 12, 2024, and will end on Saturday, October 26, 2024, at 1:00 PM ET. The timed auction allows max bids to be set in advance, similar to eBay.
- Reached out to chapters affected by Hurricanes Helene and Milton to offer support for recovery efforts.
- Reviewing the Amazon print-on-demand process to reconcile data, track trends, and forecast revenue.

Key priorities for 4th Quarter

- Complete Strategic Planning Strategies, Goals and Tactics with accompanying year1 Budget
- Year End Fundraising Campaign
- Hire and Onboard Database and Web Manager and Event Manager
- Continue Accounting transitions, deliver accurate and timely reports, and update processes (and written documentation) as needed. Top priorities include working through some reconciliation processes, updating the chart of accounts, transitioning to QuickBooks Online and implementing Bill.com.

- Bill Luce Collaboration Online Auction follow-up.
- Finalize 2025 Symposium planning and open registration November 18.
- Site selection for 2027 Symposium.
- Planning and presentation of Annual Member meeting – December 3.