



AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

February 20, 2025 via Zoom

CALL TO ORDER

The meeting was called to order at 4:00 pm by President KC Kendall. All Board members, Executive Director Jennifer Newberg and Journal editor Josh Friend were present.

APPROVAL OF MINUTES

A motion was made by Ron Day, with second by Kimberly Winkle, to approve the January 16, 2025 minutes. The motion passed.

FINANCE REPORT

Jen Newberg provided the finance report. Cash increased by \$127K in December, but was below year-end balance in 2023. Investments, endowments, accounts payable and prepaid expenses increased. The ending cash balance was influenced by adjustments in symposium's marketing strategy with strong growth in registrations expected in first quarter of 2025. Total revenue for 2024 exceeded 2023 by \$63K, driven by increased event revenue. Journal expenses were lower due to \$44K savings in printing expense.

Reid Zimmerman made a motion to approve financial report, with second by Linda Britt. Motion passed.

DEVELOPMENT REPORT

Over \$16K received in donations in January and February. Work continues on finalizing how funds from Saint Paul Cultural Star Grant will be used. The David Ellsworth Legacy Book was discussed and there was consensus by the Board to move forward with the book project.

SYMPOSIUM REPORT

Jay Brown advised there are close to 500 registrations for the St. Paul Symposium. Early Bird discounts will end on April 11, and registration for the virtual event will begin on April 12. There will be a special booth near registration at the symposium to capture stories about David Ellsworth and pre-sell the book written by Craig Edelbrock. The demonstrator rotation schedule will be added to the symposium website on March 15.

EXECUTIVE DIRECTOR REPLACEMENT SEARCH

KC Kendall advised the search is continuing. The Search Committee receives weekly updates. The candidate list goes to AAW search committee week of March 7-12, which will determine the candidates who move to the next step. First interviews start March 24.

OFFICE SPACE ASSESSMENT

Reid advised he is continuing to gather information about the AAW's need for office and gallery space. The future of the Gallery will be assessed separately and in parallel with the office space assessment. While a written report will be ready by early May, no final decision will be made by the Board prior to the hiring and input of the new Executive Director.

TURNERS WITHOUT BORDERS

Sally Burnett provided a report of potential roles the committee might carry out within the organization, which would be measurable. This report will be discussed at a future meeting to explore the integration of suggested roles in the symposium and AAW. The AAW is providing a complimentary one year digital membership to the woodturning school in Argentina.

WOMEN IN TURNING

Kimberly Winkle reported the next WIT Presents will be Sunday, March 2, at 4 pm EST with Rabea Gebler. She has trained in the art of Japanese woodturning. WIT Presents is free to attend but requires registration on AAW website.

ANNUAL MEMBER MEETING

The 2025 annual member meeting will be held on December 2, 2025, at 5 pm ET.

EXECUTIVE DIRECTOR REPORT

See attached report.

MOTION TO ADJOURN

Chuck Lobaito made a motion to adjourn, with second by Reid Zimmerman. There being no further business, motion passed and the meeting was adjourned at 6:00 pm.

Respectfully submitted,

Linda Britt
AAW Board Secretary

Executive Director Report to the Board

February 2025

Key accomplishments and activities in the last month:

- YTD 2,112 **members have renewed, joined or re-joined**. However, 970 members expired in December and January. Current Membership is 13,348 members.
 - December and Q1 are the peak months for membership renewals and expirations. Members whose memberships expired Dec/Jan during this period received their final Journal (February issue) along with a renewal reminder cover. Robyn is preparing a printed renewal mailing for these members, which will be repeated throughout the year for other expired members. Additionally, renewal messages continue to be included at the top of emails sent to expired members. Since December, January, and February members tend to be among AAW's longest-standing members, we will also analyze demographics to better understand trends in lapsed memberships.
- The **Free Tips and Tricks book new member campaign** ran from January 15 to February 2, offering new members a coupon code for a free physical or digital copy of the book, with shipping costs covered by the member. The campaign resulted in 222 new or reinstated members, generating \$16,344 in membership revenue, with 64 physical books ordered and 51 digital downloads. After deducting marketing and printing costs, the campaign achieved a net revenue of \$11,897, averaging about \$20 marketing cost per new member.

59% of the new members were already engaged as chapter members. They discovered AAW through chapter meetings (27%) or social media (25%). Most of these new members identify as either beginners (40%) or intermediate turners (52%), and 39% are under 65 years old.

- **Chapter Insurance renewals** is launching now after several fits and starts with updating all the key insurance information and chapter contact lists.
- **Symposium registration:** see Symposium Report
- **[David Ellsworth Legacy Project website](#) launched.** See Development report for information regarding fundraising and Symposium report for Symposium plans. Tib Shaw is continuing to manage the AAW components of the project. The book will include an essay written by [Glenn Adamson](#).
- **POP Show** is finalized. Juried submissions were notified of inclusion and pieces are starting to arrive for exhibition in the Gallery of Wood Art. Member Show entries are open until March 15.
- **Tib Shaw** will represent AAW as an accepted demonstrator at the Rocky Mountain Symposium.
- **We are transitioning from two regular weekly emails** to one on Thursdays. This will be a rotation of Events and 'Toolbox' e-newsletter and will give readers focused regular content while freeing up capacity to implement chapter leader communications.
- **Developed a Chapter Leadership Communication strategy:** The goals focus on fostering informed and successful chapters by providing accessible resources, increasing AAW membership, and strengthening trust and appreciation among chapter leaders. Communication hinges around a monthly e-newsletter with supplemental Chapter Leadership community posts for discussions, social media for announcements, and targeted single-topic emails. Key topics cover leadership transitions, insurance, elections, safety, chapter recognition, and educational resources like Woodturning Fundamentals and pre-made newsletter content.

- **2025 Annual Goals and Key Indicators** creation is continuing among implementation of Symposium and other objectives.

Staffing Transitions & Human Resources

- Moving forward with final quotes from [Minnesota Council of Nonprofits BenefitsMN](#) group plan. This group plan has local and national coverage options. The national coverage is with Medica. Rollout timing is expected for April 1. Employee submit/submitted Health Forms which will be assessed by the broker. Quotes for each individual will be provided. AAW will assess based on the quote total the employee/AAW premium split. Each employee will pay a % of their total premium based on the coverage option of their choice (options include several copay vs. HAS options) and Employee only, Employee+Spouse or Family coverage.
- **Alexa Manning's** job title has been updated from Marketing and Member Services Coordinator to **Communications and Digital Engagement Specialist**. This change reflects a shift from member services and gallery support to a greater focus on organizational communications. This shift recognizes her familiarity with AAW programs and communications and frees the new Mar/Com director to focus on strategic communications and revenue generating marketing initiatives. This change does not include a compensation increase separate from her increase in January.
 Alexa's key responsibilities include: creating effective and coordinated organizational communications, enhancing member and community engagement through digital communications, leading AAW's regional event strategy, impact, and operations. Alexa will continue as the primary contact for AAW's social media and email communications. Additionally, she will plan and coordinate an integrated organizational communications calendar that includes print (journal), digital, and community forum communications, as well as programmatic communications (e.g., board nomination/election communications, the annual meeting, chapter relations, and event communications).
- The interested candidate for the **Website and Database manager** will receive information for the health insurance when it is finalized.
- **The Director of Marketing and Communications** interviews are continuing.

In progress key priorities for 1st Quarter

- QuickBooks has transitioned from Desktop to Online version. Other software and billing has been synced and
- Continue on track with Symposium planning meeting calendar milestones for registration and program planning.
- Finalization of 2025 benefits including health insurance plan and retirement.
- Review bids for 2027 Symposium site.