

American Association of Woodturners
WIT Committee Telephone Conference
Thursday July 5, 2018 4:00 P.M. PST

The meeting convened at 4pm PDT. Participants by phone: Elizabeth Amigo, Sally Ault, Dixie Biggs, Kathleen Duncan, Linda Ferber, and Jean LeGwin. Absent: Andi Wolf.

Updates: To date, we had 22 registrations for the eXchange. The number of liaisons is 57. Linda reported the email we sent chapter presidents regarding the eXchange had a 55.6% open rate.

Portland Symposium WIT meeting. Feedback from the meeting was positive. One person complained that Greg Schramek said something that offended people. None of the committee members heard anything offensive and disagreed with the comments. To the contrary, those present felt his address was appropriate.

Future Auction Collaboratives: Several of the committee members agree that the collaborative may have run its course. We have seen this with other collaboratives (Bonnie Klein and Jack Vesery). Collaboratives are great for a few years, but interest and the enthusiasm at the auction wane over time. The women's collaborative has accomplished its initial goals: to generate seed money for women's events and bring more awareness to women as turners. The next step is to encourage those who want to participate in collaboratives to look to their regional symposia or to do collaboratives on a smaller scale (possibly silent auction pieces). Several regionals are seeing a decline; collaboratives by women might serve to give them a boost. The women in Boise, ID did a collaborative for their *Artistry in Wood* event last spring. It was very successful and brought the local women together to work on a collaborative of bird houses. Dixie, Jean, and Kathleen will craft something to go in the newsletter and on FaceBook.

eXchange: With 22 registrants plus 7 committee members, we need to see if Arrowmont is willing to work with us even if we do not meet the target number to open the kitchen. Dixie will talk to Nick. (Subsequent to the meeting, Dixie and Nick talked. Arrowmont wants the eXchange to happen and is willing to work with us.) We discussed extending the registration deadline until July 27th. (Subsequent to Dixie's conversation, we will be extending the deadline to August 19th or the day we reach full registration – whichever comes first. The 19th is the date on which Arrowmont needs the final meal headcount.) There was discussion on what the reasons for the sluggish rate of registration might be.

Linda has purchased a \$20 Facebook promo that is targeting AAW members in the southeast states. She will extend it to include TX and OK. This appears as an add when someone opens the AAW Facebook page. In the first seven days, there were 1131 views. She will add a second posting this week.

Dixie, Jean, and Kathleen are working on an email that will go to the WIT email list. We will try to get an email at least once a week, possibly more often. The theme that will be used is "10 reasons why you should register for the eXchange". There was discussion regarding what these might be. (Subsequently, Linda and Sally sent some ideas to be used). The first will focus on food and friendship. Another selling point is to mention that participants will be rubbing shoulders with some of the well-known professional turners. This will be different from other

venues in that people will be working with them rather than learning from them as in a class. Linda said that there are no problems with sending frequent emails to the WIT email list.

Dixie posted another set of words on FB. It generated a fair amount of discussion. Kathleen and Dixie have contacted some of the women within a few hours of Arrowmont and asked them to help promote the eXchange. All those contacted agreed to help.

Next meeting August 2, 2018

The meeting concluded about 5:00 pm Pacific Time.

Kathleen Duncan
WIT Committee Chair