

American Association of Woodturners
WIT Committee Telephone Conference
Friday January 4, 2019 4:05 P.M. PST

The meeting convened at 4:05pm PDT. Participants by phone: Marie Anderson, Dixie Biggs, Kathleen Duncan, Linda Ferber, Jean LeGwin, and Andi Wolfe. Absent: Lynn Yamaguchi

New Committee Members: Marie Anderson and Lynn Yamaguchi are joining the WIT committee this year.

eXchange 2019: The dates for eXchange 2019 are Sept 5-7 (Thurs- Sat) with the advance team arriving on the Tues (the 3rd) and participants arriving on Wed. We've received the Memorandum of Agreement which Kathleen forwarded to the committee members. Arrowmont used last year's MOU as a template and there are a few things that need to be corrected. Since their expenses have gone up, Arrowmont has had to raise the rates for food and the new dorm. Facilities rates have increased, but Arrowmont has agreed to hold our rental at last year's rate.

We discussed raising the rate to our participants but believe that we can cover expenses even if we hold it to \$300 this year. It was agreed that we would use \$300 as an early-bird rate and increase registration to \$325 after June 3rd. We also discussed charging extra for tee-shirts but agreed that we need to keep that as part of the package. We are targeting March 4th as the day to open registration, but it depends on when Arrowmont can open registration for housing.

Advertising: The first step in advertising will be to get a letter to last year's registrants. Kathleen will start the letter and circulate it to committee members. The target date for distribution is Feb 1st. Andi said the next newsletter will be in mid-March. We can use the newsletter to publish the details of the eXchange. We also plan to have the next liaison letter focus on the eXchange and ask the liaison to promote it. We also need an electronic flyer that can be sent to chapters to include in their newsletters. This can be done through the monthly AAW communication to chapter presidents. Linda said that this will include a link to the video which highlights the eXchange with photos. Andi and Linda will work on the music for this. This should be done in February prior to the March opening of registration. Kathleen will draft a letter to the liaisons and circulate it. Other advertising media include Facebook, Instagram (#witexchange), the AAW Forum, WOW, and MeWe.

Details: This year we are not going to have a keynote speaker. We can use the additional time to explain, especially to the new people, how the eXchange will work. This will also give the first day groups more time to meet with each other and design their project.

This year, we will not reuse a word once it has been used. We will need to add more words to the bags. Marie knows a couple of people who may be able to our 1/8" birch plywood tiles and burn the words. Marie will circulate the lists of words used last year. Please send new words (nouns and modifiers) to Dixie.

We don't know how much wood will cost this year. Dixie will work on wood acquisition.

Liaisons: Linda said that something she has heard is that the WIT meetings at the regionals want to do more than just meet other women. They'd like a focus for the meeting. The following ideas will be presented to the liaisons. They can be used locally as well as for regional symposia.

- Have show and tell with critique among the women. Encourage participants to reference the article about critique in tips and techniques
- If a collaborative is desired for the next symposium, come up with a theme, display, and coordinator.
- Discuss Beads of Courage and plan for or collect BOC boxes.
- Discuss local eXchanges and see if there is a desire and willingness to host one.

We need to recruit liaisons to promote chapter and AAW membership recruitment in the chapters and to publicize the WIT grants both event and membership.

Newsletter: Andi has commitment for articles from Beth Ireland, Tania Radda, and Barbara Dill.

Other: Marie had several observations and comments. First, she said people have expressed to her that there could be better communications on the part of the WIT committee. Some have said they don't know where or when WIT events occur. Many people still have the misconception that WIT is a chapter and they should have some sort of chapter membership. Our method of communication is through the newsletter. We need to get the liaisons to help people subscribe to the newsletter.

Rockler and AAW are forming a partnership which will happen Feb 9th at the 38 stores nationwide. Linda has coordinated for 36 stores to have demonstrations provided by local chapters. Marie is coordinating a "Ladies Day" at her local store on March 8th which is National Women's Day. She would like to see this event happen everywhere. Rockler and AAW are really trying to target the 50+ year old and women since this is an untapped demographic.

The meeting concluded at 5:15 pm.

The next meeting is scheduled for Thursday, February 7th at 4 pm PST.

Kathleen Duncan
WIT Committee Chair