



Position Profile

Executive Director American Association of Woodturners St. Paul, Minnesota

The American Association of Woodturners (www.woodturner.org) is seeking a dynamic, energetic leader as the chief executive for this 13,000 member international association dedicated to the celebration and advancement of the craft of woodturning.

The Organization

Founded in 1986, the American Association Woodturners (AAW) is the largest organization in the world dedicated to the advancement of woodturning, with over 13,600 members and 325 chapters throughout the world. AAW's programs include:

- **A journal, *American Woodturner***, a high quality, professionally produced magazine with articles contributed by members on all aspects of woodturning.
- **An annual symposium.** Since 1987, AAW has held an annual symposium on woodturning. This three-day event held in different regions each year is packed with demonstrations by internationally renowned and local woodturners. It also includes workshops and panel discussions on a wide range of topics from design and aesthetics to the business end of the craft, an Instant Gallery to promote members' work, two auctions and a trade show. The event attracts well over 1,200 members from throughout the U.S. and internationally.
- **Local chapters** where turners can meet regularly, make friends, and share their woodturning challenges, insights and accomplishments.
- **The Gallery of Wood Art.** AAW has exhibit space near its St. Paul, Minnesota headquarters that offers juried shows of contemporary woodturning that change three to four times a year. The Gallery also includes an educational facility offering woodturning demonstrations and tours.
- **Permanent Collection.** AAW has a growing collection of pieces representing the wide diversity of the craft of woodturning.
- **Professional Outreach Program** to promote a greater understanding of professionalism within the field of contemporary woodturning.
- **Educational Opportunity Grants.** Each year AAW awards grants to youth, members, chapters and schools from funds raised at a special auction at the annual symposium.
- **Emergency Relief Fund.** AAW has a fund to assist AAW members who have suffered a catastrophic loss as a result of a disaster.

In 2011, AAW will celebrate its 25th anniversary with a special "Turning 25" theme for the Symposium, which will be held on June 24-26 in St. Paul.

AAW is governed by a nine-member board of directors. The organization also has a six-member board of advisors, comprised principally of former presidents of the governing board. The staff includes four full-time positions (executive director, office administrator, gallery coordinator and executive assistant), four part time office administrative positions, and three contracted positions (journal editor, webmaster and meeting planner). While the executive director supervises all staff, the journal has editorial independence. The current budget is approximately \$1.5 million.

The Position

The incoming executive director will succeed Mary Lacer, who was the second executive director in AAW's history and left the position in June. The executive director role is currently filled by an interim executive director, Linda Tacke, who will remain in the position until the successor is installed.

Building on AAW's history and strengths, the board's long-term vision for AAW includes:

- An expanded and more diverse membership including adding additional international members, young members, minority members and women.
- New programs and services for members.
- Financial strength in order to provide more and better services to members.
- Streamlined, modern communications, including the development of a state-of-the-art website as a communications hub for membership, a venue for the celebration and inspiration for the craft of wood turning and a vehicle for connection for those interested in the craft.

Toward these ends, the near-term priorities for the first 12-18 months of the new executive's tenure include:

- Developing strong connections and sound working relationships with board, staff, chapter leaders, members and other constituencies.
- Preparing for the 2011 symposium and the 25th anniversary.
- Laying the groundwork for a new strategic plan and vision for the association through a process that engages not just staff and board but leaders throughout the organization.
- Preparing for the deployment of a new website.
- Continuing to build the financial strength of the association through resource development.

Key Responsibilities

Reporting to the board of directors, the executive director will provide strategic leadership to the organization and manage its day-to-day affairs.

- Establishing the association's strategic direction, goals, objectives and strategies in partnership with the board of directors and through engagement of the staff.

- Providing internal leadership including program development and outcomes, staff supervision and development, and fiscal soundness and advancement.
- Ensuring the business success of the association's programs and activities including the publication, the annual symposium, and membership recruitment and renewals.
- Serving as spokesperson for the organization, representing AAW among constituencies, and cultivating support and visibility for AAW and the craft of woodturning.
- Cultivating and managing relationships with the board, staff, members, chapter leaders, and external partners.
- Providing advice and counsel to the board of directors.

Experience and Attributes

Ideal candidates for this position will share our passion for the craft and our commitment to the advancement of woodturning. He/she will bring a variety of experiences and attributes to the position, including:

- Being a self-starting, dynamic leader with well-rounded, senior-level organizational management experience, ideally in a membership organization.
- A track record of successful resource/revenue development.
- A national/international perspective.
- A high degree of financial literacy and a track record of building strong staff and governance teams.
- A demonstrated track record of building strong relationships with and among constituencies.
- A track record of successfully employing communications technology to advance organizational objectives, including social media.
- Strong verbal and written communications skills.
- An appreciation for craft and craftsmanship; experience in woodturning is a plus, not a requirement.

Salary will be competitive and commensurate with experience.

Application Process

To apply, e-mail resume, cover letter and salary requirements to:

AAW@transitionguides.com (e-mail applications are required). For all other inquiries please contact:

Ginna Goodenow
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 Silver Spring, MD 20903
 (301) 439-6635

Resume reviews begin immediately.