

AMERICAN KNIFE AND TOOL INSTITUTE
Minutes of Conference Call
Board of Regents and Executive Committee Meeting
April 23, 2002 - 2:00 p.m. EST

On Tuesday, April 23, 2002, the Executive Committee meeting was called to order at 2:05 p.m. EDT by AKTI President CJ Buck. Present included: Regents Les de Asis, Al Pendray, CJ Buck, and Mike Jones for Chad Vincent. Regents Absent: Bob Miller, A. G. Russell, Wally Gardiner. Advisory members present: Deb Garvick-United, Spencer Fraser-SOG. Others: Jan Billeb, Executive Director, David Kowalski, Communications Coordinator.

Recruiting Plan

Dave Kowalski introduced Bill Stockwell, recapping that the purpose of discussing a recruitment training program was to capitalize on membership and donations from areas of the knife industry where the business contacts of the Executive Committee members could be especially helpful (suppliers and key retailers and/or distributors). Bill summarized his proposal to provide AKTI with three hours of presentation and training at the 2002 Blade Show. His approach is to strive for personalized development of potential members or contributors based on personal, face-to-face or phone contacts. Bill provides training in cultivation and solicitation techniques. He noted that on average it takes 10 calls to actually talk to someone. He will work with as many AKTI people (Regents or Advisory Members) who are interested during the scheduled time. The cost will be a \$950 retainer plus expenses to include evaluation, training, and on-going consultation through June 15, 2002.

The software available through Stockwell to track solicitation and membership was discussed. He will provide a demonstration version for Jan Billeb to review.

After answering questions Stockwell disconnected from the call. Following discussion, Les de Asis moved, Al Pendray seconded, to approve the contract for services by Bill Stockwell. Carried unanimously.

Florida Update

Kowalski reported that Brad Winston and Steve Corn will meet with Florida lobbyist Rick Watson this week. They will discuss whether or not it makes sense for AKTI to introduce its own bill in order to have more control over the possible success of knife definition legislation. Their recommendations will be presented at Blade Show board meeting.

Trade Names

CJ Buck announced that AEPMA was collecting registered and unregistered trademarks to provide an online listing. Any AKTI member is welcome to contact Dave Barrack at AEPMA to be included.

De Asis moved to adjourn at 2:40 p.m. EDT, seconded by Deb Garvick. Carried unanimously.

Respectfully submitted,

Jan Billeb, Executive Director
American Knife and Tool Institute
AKTI BOR Meeting