

AMERICAN KNIFE AND TOOL INSTITUTE

Board of Regents Meeting

August 7-8, 1998

Denver, CO, Courtyard Marriot

Friday, August 7, 1998 Meeting called to order approximately 6:00 p.m. Regents present: Les de Asis, CJ Buck, Wally Gardiner, Sal Glessner, D' Alton Holder, Bob Miller, Jim Wehrs. Others: Jan Billeb, Executive Director and Roger Combs, Communications Director. Meeting was recessed approximately 9:00 p.m. and reconvened Saturday, August 8, 1998 at 8:00 a.m. Approximately 9:30 a.m. to 10:30 a.m. David Bloch was invited to join the meeting and discussions.

These minutes are provided on a per subject basis, not chronologically.

Board of Regents Business

Minutes: Holder moved, Glessner seconded, to approve as written the April 27-28, 1998 Minutes.

Contact Information: The current list of information for each Regent was reviewed and updated.

Awareness Document: Wehrs presented suggested document "Statement of Acknowledgment" which was reviewed, accepted, signed by all Regents and witnessed. It was agreed this document would be reviewed and signed by each Regent yearly.

Internal Rules: The original "Board of Regents' Internal Rules" was reviewed for any possible questions and concerns. It was agreed: rule #2 the word "personal" should be added before "history." It was noted that the Internal Rules are electoral guidelines until formalized processes are determined. The question arose whether Regents' meetings need to be open to all members. Billeb will check with legal contact Mark Long.

Indemnification Language: Gardiner reported that additional indemnification language to the Bylaws had not been advised as necessary since protection is provided under corporate law.

Bylaws: CJ Buck moved, Gardiner second, to accept the Bylaws of the American Knife and Tool Institute. Unanimous.

Insurance: Holder agreed to obtain quotes on liability, directors & officers and errors and omissions insurance.

Fire Drill for Media Contacts: It was agreed that all conversations should stick to the four goals and that Regents need to be sure to discuss specific issue with each of the other Regents prior to making any statement.

Publishing Companies: It was decided to not make any agreements with any one publication company or to rely on any publishing company for printing or other services.

Goals: Buck noted that consistency was needed in listing the four goals. It was decided that the goals would always be numbered.

Administrative

Accounting Firm: Gardiner moved, Holder seconded, to retain McGladrey & Pullen as AKTI's accounting firm for 1998 with an approved expenditure of approximately \$1,000 for completing Federal Form 1024 and \$1,000 for the review and tax preparation.

Logo: Glesser suggested the size of the slogan on the logo be revised to be more readable. Wehrs so moved, Gardiner seconded. De Asis will have Joe Verbanec make changes and forward a disk of various file formats and the printing colors to each Regent.

Financial

CT Corp: Acknowledged terms and agreed it is necessary to continue using CT Corp. as West Virginia registered office.

Fidelity Bond: Agreed not to obtain separate bonding but to look for package insurance coverage.

Financials: Gardiner moved, Holder seconded, to accept the financial information dated 7/28/98 as presented. Noted that account categories under Membership Dues should be changed from type of firm to the AKTI membership categories established.

Committee Expenditure Authorizations: Wehrs will write a draft of committee operational rules for budget spending guidelines and authorization requirements.

Membership

Box Stuffer: The proof copy was reviewed and changes in the language noted. Specifications: size 3-1/2 x 8; quantity 2 million; 2 color with copy in blue; paper 80# white gloss; finished piece folded one extra time; timing: ASAP. Quotes will be obtained by: Glesser, Gardiner, De Asis and Billeb. Agreed that box stuffer should not include the e-mail address.

Membership Forms: Reviewed forms for wording changes and corrections. Initial printing will be 1,000 each.

Solicitation of Membership: List of "M" prospects reviewed and divided according to volunteers willing to contact each one. Everyone will check list for possible additions and forward the list to Billeb.

Membership Benefits: The following guidelines were agreed upon.

Membership Card: Membership year will run one calendar year from time dues are paid. Billeb will obtain quote and possible sample on getting an initial quantity of 20,000 cards printed (two sided, with goals on back) of light plastic on three up perf to enclose in window envelope. Cards will have member's name and renewal date printed on them. New cards will be mailed with the renewal notice each year. An alphanumeric numbering system will be used for membership tracking. Premier members will have the name of the company president or other representative printed on them.

Wooden Plaques: Premier members will receive a very significant wall plaque, of good quality, personalized, and with a renewal device for the membership year. Gardiner will obtain quotes.

Decals: Gardiner will obtain pricing on sticky back decals imprinted with membership year.

Lapel Pins: Miller will check on prices on AKTI lapel pins in silver, bronze and gold.

AKTI Gift: Ideas such as a nice key chain, pen and pencil set, paperweight, etc. were discussed. Gardiner will check out ideas and prices.

Miller noted that it would be good to have a supply of patches and lapel pins for clubs to have for sale at various events or for AKTI to sell when attending shows.

Membership Categories: It was agreed membership categories would include the following benefits:

- Premier - wooden membership plaque, membership card, AKTI decal
- Associate - AKTI gift, membership card, AKTI decal, appropriate lapel pin
- Ambassador - membership card and yearly renewal decal

Communications Director

Roger Combs was introduced as AKTI's new Communications Director and he explained how he handled the recent contact from a publication doing a story on Ka-Bar and interested in including information on AKTI.

Press Releases: The first press release announcing Combs' new position was reviewed for comments including: De Asis should be referred to as president of AKTI, not Benchmade; should be double spaced; preference to eliminate Vietnam reference. Glesser as P/R-Communications Chairman will work with Combs on final draft of the release so it can be sent out as quickly as possible. Billeb will forward Combs the current publicity contact list generated by her and Ken Warner with additional contacts from Spyderco's list.

Glesser explained how Spyderco individually tailors the format of press releases for specific magazines to fit the size of column and number of words used.

AKTI Shows: Possible participation with a display to sell memberships was discussed at the following:

- Shot (Feb)
- Blade (free space?)
- NY Custom - (March not Nov)
- Seattle (Nov 6,7,8)
- Guild (July)) - table
- Costa Mesa - Blade Show (Sept 11-12-13)
- Solveig
- NRA
- Oregon Knife Collectors (Eugene) (April)
- Knife Expo (Feb)
- Outdoor Writers Association (June)
- Outdoor Retailer Show

It was agreed to wait to purchase a display setup and Combs would look for prices on alternative signage.

The following schedule was developed:

Communications Director Timeline:

Shows:

1st Show Seattle "Metal Works" 11/6-11/8 - Reserve AKTI table outside door - Holder will check on space for AKTI.

- Items needed:
- Banner/signage - Combs to find prices.
 - Booth/table cover
 - Complete ambassador packages (1000)
 - Decals

Informational handouts
Credit card forms and manual machine

SHOT Show Atlanta
Find out about display space
table or booth

Press releases:

#1 Core - (8/17)

Blade
Other Knife Publications

#2 Media - (9/1) (60 Books)

Shot show business
Outdoor Magazine
Sports Afield
OWAA

#3 Outdoor (9/15) (200 books)

All other outdoor activities

Newsletter: (11/1 - to be able to hand out at Seattle show)

Different from membership appeal letter

Possible articles could include: History
Human interest piece
Quotes
Humor/entertaining
Key updates

Information for the newsletter will be funneled through Billeb to Combs.

Clipping Service: Combs noted that information from a clipping service would very helpful. He will obtain pricing and details from Knife and Tool News.

Letter of Agreement with Combs: The proposed letter of agreement with Combs was reviewed, revised to be effective on a month to month basis and signed.

Committees

The following was agreed upon:

Committee Assignments:

Finance	Wehrs (Chair), DeAsis, Billeb
Membership	Gardiner (Chair), Miller, DeAsis
P/R Communications	Glesser (Chair), Combs, DeAsis
Education	Holder (Chair), DeAsis, Miller
Legislation	Buck (Chair), DeAsis, Combs, Wehrs, Miller

Voluntary Committee Participation - It was agreed that committee members be must be a member of AKTI, all categories of membership are open to serve on committees, and all committee members are voluntary and responsible for their own expenses. Billeb will develop a committee application form for Board approval.

Committee Missions:

Finance:

- To direct the accounting firm
- Plan annual budget
- Monitor cash flow
- Project future financial needs
- To provide periodic reports to the Board.

Membership Committee:

- To solicit members from manufacturers, importers, distributors, custom knife artisans, retailers, journalists, and concerned citizens
- Recommendations concerning membership drives, events, and advertising
- Suggest additional benefits based upon member input/interviewing
- To provide periodic reports to the Board.

Public Relations:

- To represent AKTI with all media
- Deliver consistent drumbeat/message of AKTI goals
- Publish and distribute AKTI newsletter
- Recommend/prioritize and coordinate AKTI participation in shows
- Manage web page
- Recommend periodic public relations programs to the Board
- Maintain contact with Hollywood
- To provide periodic report to the Board.

Education:

- Organize, plan and execute programs to educate the public as to knives, knife safety and knives as tools.
- Work with civic and business groups, schools, public television stations, scouts or youth groups, knife clubs
- Update the Board on program success.

Legislative

- To watchdog domestic legislation and determine course of action to influence legislation
- Formulate a letter to legislative representatives that the knife industry is a reasonable and responsible industry (statistics/industry)
- Build relationship as voice of reason/valid input in developing legislation to help make informed decisions
- Mobilize grassroots efforts
- To provide periodic report to the Board.

Committee Projects:

Gardiner will talk to his state representative about the best approaches and ideas of how AKTI can effectively work with legislation. He will developed a letter and distribute it for review.

Web site

Billeb reported the initial web site was ready to be posted pending changes in wording. It was agreed the site should include a statement indicating that the site is for information purposes only and that AKTI does not have the resources to answer individual e-mail questions. Ideas discussed for the web site: try to update every 90 days; links to committees with update information; press releases; reference premier members; reference publications with specific knife-related articles. Billeb will find a couple samples of similar association web sites for Regents to review.

Party Platform

Considerable discussion was held on AKTI's position on several knife and knife-use related issues. It was agreed that issues should be responded to based on the following:
that AKTI

1. Encourages responsible ownership and use of knives. Must abide by all local, state and federal laws.
2. Encourages responsible marketing and advertising.

NEXT MEETING: The next BOR meeting was scheduled for November 19th and 20th, starting at 1 p.m. on Thursday until noon on Friday. Billeb will check out possible meeting location at The Orleans in Las Vegas.

Buck moved, Wehrs seconded to adjourn meeting, approximately 5 p.m, passed unanimous.

Minutes submitted:

Jan Billeb
AKTI Executive Director