

## **AMERICAN KNIFE AND TOOL INSTITUTE**

Minutes of the Board of Regents Meeting

September 27 and 28, 2000

Dallas, TX, Dallas/Fort Worth Airport Marriott

On Wednesday, September 27, 2000 the Board of Regents Meeting was called to order at approximately 1:00 p.m. by meeting facilitator CJ Buck. The meeting was recessed at approximate 5:45 p.m. and reconvened Thursday morning at 8 a.m. until 1 p.m. Present included: Regents Les de Asis, Sal Glessner, CJ Buck, Wally Gardiner, A. G. Russell, Bob Miller, Bob Bascom (Thursday only) and Others: Jan Billeb, Executive Director and Al Pendray, President of the Knifemakers Guild. Absent: Regent D'Alton Holder.

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

### **Board Business**

After discussion, CJ Buck moved, Sal Glessner seconded to accept the Knifemakers Guild as an official AKTI member organization with the president of the Guild, or his/her duly designated representative, granted a voting seat as a Regent on the AKTI Board. Passed unanimous. Membership dues for the year 2000 will be \$5,000.

Discussion followed regarding the position of D' Alton Holder as a Board Regent. Wally Gardiner noted Mr. Holder has contributed a credible effort on behalf of AKTI. A.G. Russell moved that D' Holder be retained in his position as Regent for annual dues of \$2,000. It was also noted that all Regents remain responsible for expenses incurred for attending meetings. Mr. Gardiner seconded. Two abstentions: Sal Glessner, Les de Asis. Motion carried.

Board Communication: The general consensus was to include advisory board members on all notices of meetings and general AKTI board emails and correspondence.

Board Internal Rules: A.G. Russell moved, Wally Gardiner seconded to change rule 5 from: "any three Regents" to "any four Regents." Passed unanimously.

### **Financial**

CJ Buck reported that the \$5,000 advisory dues from Moteng had been received and the current checking account balance is \$20,756.99 with all bills current. Discussion followed regarding funds necessary to contract for a Communications Coordinator/Director. Mr. Bob Miller announced that Pro-Cut will increase their annual dues to \$5,000. A.G. Russell and Sal Glessner offered to schedule their dues payments earlier. It was noted that AEPMA has committed to \$5,000 and the Guild's dues of \$5,000 are outstanding.

### **Administration**

Bob Miller moved, Les de Asis seconded to approve the minutes of the May 31-June 1, 2000 meeting. Passed unanimously.

Future meetings were scheduled. Thursday, December 7, 2000 at 2 p.m. Eastern a

teleconference meeting of the Board of Regents and Advisory Board will be held. A joint meeting will be held Monday and Tuesday, February 12 and 13, 2000 in Chicago using the format of starting at 1 p.m. and finishing by 1 p.m. the following day.

Jan Billeb reported expected administrative expenses of approximately \$1000 for necessary reprinting costs.

### **Legislative - Buck**

CJ Buck reported on the California effort. Chris Micheli has had continuing support from Larry Brown and they believe that AKTI needs to continue the effort with an expected successful outcome. Mr. Micheli feels that the issue cannot be resolved until June 2001 and proposed a retainer of \$18,000. Bob Miller moved to accept the proposal with CJ Buck to work out the contract. Seconded by Les de Asis. Carried unanimously.

Mr. Buck informed the Board that StateNet was offering a continuation contract of \$1,000 per month, but would include the upgraded search service. It was suggested that Dan Lawson be given access to the service. Regents were encouraged to make more use of StateNet.

Minor changes were made to the proposed letter to Congress that will include a copy of the Knife Law pamphlet. Mr. Buck will check with Chris Micheli for suggestions about timing of the mailing.

The draft of the model "Sensible Knife Legislation" was discussed. It was generally agreed that Dan Lawson did an outstanding job writing it. Wally Gardiner and CJ Buck agreed to have their corporate attorneys review it with all feedback provided in thirty days to Jan Billeb.

### **Membership - Gardiner**

The list of premier members was reviewed. Bob Miller offered to contact United and Outdoor Edge regarding renewing. Les de Asis will also contact Outdoor Edge.

A.G. Russell Mailings: A.G. Russell shared copies of the AKTI plea in the A. G. Russell Fall 2000 (500,000 mailed) and Christmas 2000 (600,000 to be mailed in a few weeks) catalogs. Mr. Russell reported they have received about 60 Ambassador memberships. Discussion followed regarding exposure of information versus number of people who join, the need for emphasis on attracting people from within the industry versus individual members, and how to best take advantage of organizations that should have an interest in what AKTI has to offer them.

The concept of a rule that AKTI members must have dues current to use the member logo on advertisements was discussed.

Honorary Members: Mr. Gardiner relayed the suggestion that AKTI have Honorary Memberships for everyone who helps AKTI in anyway. He suggested the Regents make a list of possible people for consideration and he will put together some thoughts on this membership category.

Sal Glesser suggested that AKTI needed a motto that addresses membership benefits that addresses the questions "what's in it for me?" and "why should I join?"

Advisory Board: Wally Gardiner noted that it had been agreed that Camillus could participate on the Advisory Board for the dues received and that they needed to be included in all Advisory Board correspondence.

Advisory board expectations were discussed. It was agreed that the

Advisory Board should focus on fundraising and that each should be expected to raise a minimum of \$2,000 from outside members. The current challenge should be for them to build the Advisory Board to 8 members and have this done by the February joint meeting. It was agreed that the Advisory board may select who will be on the advisory board. Jan Billeb will develop a letter and invitation for the February meeting.

The following were designated as targeted Advisory Board prospects: SOG - Spencer Frazier; Cold Steel - Chuck Fretwell; Columbia River Knife & Tool - Rod Bremer; United Cutlery - David Hall; and Outdoor Edge - David Bloch. Targeted prospects will receive individual letters from each regent to join and attend Chicago meeting.

James Mattis Memorial: The untimely death of member James Mattis was announced. Discussion of a memorial was postponed.

AEPMA: The suggestion of dovetailing meetings and round table sessions with AEPMA was discussed. Jan Billeb will maintain contact with Dave Barrack regarding possible efforts.

### **Communications - Glesser**

Sal Gleser reviewed the history of the need for a communications person. Bob Miller suggested that David Kowalski, formerly with Krause Publications, was available and a conference call interview was held. Mr. Kowalski will draft a proposal for Board review for services with a monthly fee of \$2,000 plus a commission on all membership at and above the \$2,000 level.

Les de Asis described the Oregon AKTI group's idea of creating an internship idea using a local college political science, marketing or public relations department professor or student. This concept will be pursued further at their monthly meetings.

The next newsletter was reviewed. Les de Asis will write an update and CJ Buck will develop a legislative update. It was decided to not use the article by Dan Lawson for this issue.

Mr. de Asis proposed an AKTI letter aimed at the film industry. Bob Miller suggested Dave Kowalski be assigned this effort as well as the next newsletter. The idea of a "victory in California" article was suggested as possible material to send knife dealers.

Web site: The offer from Mike Thurber to rework the AKTI web site was discussed. It was agreed to decline his offer due to concerns of needing to move the site some day.

### **Education - Holder**

Printing of the "My First Knife" pamphlet was discussed. It was agreed that some revisions, including a message to parents, would be made, subject to acceptability by Tom Fegely. It was emphasized that this publication is directed towards young children and suggested that AKTI needs to consider additional materials intended for teenagers, adults and/or work situations where knives are used.

### **AKTI Knife**

Discussion followed regarding the suggestion that has been received from numerous persons that an AKTI knife is made available to the membership. It was agreed that: a first series of knives would be made by Buck in the quantity of 150 with 50 of the knives held back; the first one would be done without announcing if or when others would be available; the knife will have a different handle from what is available for that knife; the blade will be specially marked; the perceived value should be around \$100; the retail value should be \$60-70; the knives will be sold on AKTI's web site; target price of \$70; the manufacturer's will donate the knives; and only AKTI members may purchase the knife (non-members may purchase a membership first). Based on how the first knife is received adjustments will be made. Benchmade will donate the second knife.

Wally Gardiner suggested the knives could be hallmarked: registration is about \$100, is a 4-letter marking, and is administered in London.

Jan Billeb will consult with the accounting firm McGladrey & Pullen regarding any financial or tax ramifications of the AKTI knife project.

CJ Buck moved to adjourn, Bob Bascom seconded. Carried unanimously

Respectfully submitted,

Jan Billeb, Executive Director  
American Knife and Tool Institute

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