



THE SOCIETY OF AVIATION AND FLIGHT EDUCATORS

2010 – THE YEAR IN REVIEW

SAFE was formed in 2009 to fill the need for an open, member-centric organization that embraces all facets of aviation education. With member participation as the cornerstone, we continue the organization-building process along two paths: *Infrastructure*, which represents the basis under which SAFE is able to conduct business, and *Outreach*, which represents the services, benefits, and products the organization provides its members in particular, as well as the contributions SAFE makes to the broader aviation community. The following summarizes key accomplishments in 2010:

INFRASTRUCTURE

- Membership Participation
 - Membership grew 48% (net) over 2009
 - 518 total current members at year's end
 - Apprentice membership level introduced
 - GaMe Plan™ membership drive conducted
 - Online elections held for three Directors whose terms expired
 - Online vote held on changes to Bylaws
- Membership Communications
 - Account with Constant Contact created
 - 14 issues of eNews published
 - 16 other Communiqués issued
 - Email open rate averaged 54%
- Website
 - Members-Only Resource Library deployed
 - Library Editorial Review Committee (LERC) formed
 - Nearly (60) submissions in (15) broad categories reviewed and uploaded
 - SAFE Forums Area opened
 - SAFE Store improved
 - Online Help Center added
 - Ongoing additions and improvements
- Major Sponsorships and Grants
 - Continuing website sponsorship – Cessna Aircraft Company
 - SAFE booth sponsorship (Sun-n-Fun and AirVenture) – Lightspeed Aviation
 - AirVenture Dinner-Meeting sponsorship – Aviation Insurance Resources (AIR), Aviation Supplies & Academics (ASA), Sporty's, Starr Aviation Solutions
 - Sun-n-Fun Breakfast sponsorship – Northwest Insurance Group, Starr Aviation Solutions
 - GaMe Plan™ Prizes – Lightspeed Aviation, Avionics Specialists LLC, Aviation Supplies & Academics (ASA), Max Trescott, Rich Stowell
 - Communications Quiz Headset Giveaways – Lightspeed Aviation
 - Collaborating with SAFE, Hampton University Department of Aviation received a Wolf Aviation Fund grant for research and development of a Mentoring Program
- Automated Membership Database Management (AMDM)
 - Need to improve user experience and membership workflow identified
 - Off-the-shelf AMDM programs/services researched
 - AMDM system to be deployed early 2011

- Governance
 - Efforts toward achieving 501.c.3 tax status continued
 - 501.c.3 status expected early 2011
- Recurring Outside Services
 - Webmaster – Virtual Accounting Services
 - Bookkeeping – Virtual Accounting Services
 - Credit Card Processing – Authorize.net
 - Email Communications – Constant Contact

OUTREACH

- Flight Instructor Liability Insurance Program
 - Deployed during AirVenture 2010
 - Includes coverages unavailable anywhere else (e.g., Negligent Instruction)
 - Best rates available in the industry
 - Qualifying members could receive discounts of up to 25%
 - Available in 48 states; approval pending in two states
 - Partnered with Aviation Insurance Resources and Starr Aviation Solutions
- Member Benefits
 - Discounts currently available from numerous corporate supporters:
Aircraftlogs.com, Artful Flying, ASA, BMC Subscriptions, Bose, Brightline Bags, Coradine Aviation Systems, Enflight.com, Flightcom, Flightprep, Flying magazine, GANews, Gleim, Hilton Software, Jeppesen, Lightspeed, Master Instructors LLC, MS Aviation, Pilot Workshops, Qref, Rich Stowell, Sporty's, Surecheck, Virtual Accounting Services
 - Second Annual Sun-n-Fun Breakfast – 50+ in attendance
 - Second Annual AirVenture Dinner-Meeting – 150 in attendance
 - Pending benefits: King Schools, ForeFlight, Embroidered SAFE Apparel from Sporty's
- Member Recognition
 - Founders Award – Brian Robbins
 - Service Award – Pat Knight
 - Honorary Membership – James Douglas
 - 2010 GaMe Plan™
 - Prize Winning Recruiters – Jeffrey Robert Moss, Rod Machado, Michael Phillips, Mark Adams
 - Other Recruiters – Tom Benenson, Larry Bothe, Alan Davis, Sam Dawson, Richard Funcheon, Dion Gotti, Robert Hadow, JoAnn Hill, Bernard King, Robin Lindstrom, Arlynn McMahan, Brian Robbins, Jonathan Shorey, Bob Spera, Doug Stewart, Rich Stowell, Al Van Lengen, Ken Wittekiend
- NPRMs and Other Aviation Issues
 - Presented substantive commentary concerning FIRC's and CFI renewal requirements to the FAA at a special meeting in Washington, DC
 - Actively participated in efforts opposing California and Arizona proposals to regulate FBOs and Flight Instructors
 - Corresponded with/received clarification from FAA Office of Chief Counsel regarding Restricted Areas
 - Created free Training Aid, "Teaching MOAs and Restricted Areas" available online
 - On behalf of EAA Government Relations Director, solicited member commentary regarding proposed changes to VFR flight rules for helicopter operations
 - Provided AvWeb "Letter of the Week: Illusion of Safety" editorial regarding the new FAA safety bill requiring 1,500 flight hours for First Officers

- Visible Presence at Aviation Events
 - Women in Aviation International Convention
 - Sun-n-Fun
 - Flight School Association of North America Convention
 - AirVenture
 - Special CFI Briefing held by Tom Poberezny
 - General Aviation Awards Luncheon
 - AOPA Flight Training Summit on Student Pilot Retention
 - FAA special meeting in Washington, DC regarding FIRC's and CFI Renewals
 - FAA General Aviation Joint Steering Committee meetings
- Mentoring Program
 - Research conducted and results analyzed
 - Report presented during annual dinner-meeting and posted on website
 - Actual program and governing documents created
 - Available for implementation early 2011
- Scholarships & Giveaways
 - Created \$1,000 SAFE scholarship available to Women in Aviation International (WAI) members, to be awarded in 2011
 - Created/administered Communications Quiz during Sun-n-Fun and AirVenture
 - Presented National GA Award Winners with one year SAFE memberships
- Collaborative Efforts
 - Launched the ambitious GA Pilot Training Reform Symposium initiative
 - Scheduled May 4-5, 2011 in Atlanta, GA
 - Key stakeholders invited to support and participate in the effort
 - Numerous symposium documents already created
 - News releases, press conference, and podcast and video interviews generated
 - Event planner hired
 - Dedicated website at www.PilotTrainingReform.org deployed
 - Developed the first two in a series of eight new CFI/DPE Forums for the FAAS Team
 - Created "Learn to Fly" seminar for Cessna's global network of 280 Cessna Pilot Centers for International Learn to Fly Day
 - Ongoing work with Hampton University on our Mentoring Program
 - Ongoing sponsorship of the General Aviation Awards Program
 - Ongoing participation as a Member of the FAA GA Joint Steering Committee
- Promotional Efforts
 - Trademark registration for SAFE logo granted
 - Frequent news releases to the aviation media issued
 - Numerous podcast and video interviews conducted with SAFE leadership
 - Many safety seminars presented & articles published by SAFE members
 - Ongoing presence on Facebook and LinkedIn
 - Wikipedia article posted about SAFE
 - Second generation promotional brochure produced
 - SAFE banners/flags procured

Committed volunteers continue to accomplish a lot on behalf of SAFE, and 2011 promises to be just as productive, especially with the organization taking on the pivotal leadership role as chair of the Pilot Training Reform Symposium.

Continue your investment in SAFE by renewing your membership when notified. We encourage you to volunteer your time and expertise, even if limited to an hour monthly. Equally as important, we encourage you to talk to your peers about SAFE; invite them to become part of an organization dedicated to aviation education and the pressing needs of aviation educators. Join with us again as we continue to make this the premier aviation organization of its kind!