

SAFE Telecon Minutes July 7, 2010



I. Call to Order – Chair at time 0705 central time.

II. Roll Call.

Doug Stewart, Chair	Alan Davis	Donna Wilt - Absent
Pat Knight, Secretary	Arlynn McMahon	Larry Bothe, Treasurer
Mark Adams, Vice Chair	John Dorcey	Tom Benenson

III. Minutes of the last telephone conference have been emailed to board members.

Motion to accept the minutes by Alan Second Larry Motion Passed? yes

IV. Standing Committees – Reports.

A. Treasurer – Larry.

We have \$25,017 in the bank, up a few hundred from the last report. All bills are paid. Note that Jenny charged us only the base fees of \$745 this month; no extras. I have a \$500 check from Sporty's for dinner sponsorship that is not yet deposited, so it's not in the total. The \$2500 from Lightspeed to support out AirVenture booth has been received, deposited, and is in the total. Our booth space and tent rental for AirVenture have already been paid, so we're in pretty good shape. Doug expects some additional dinner sponsorships so we'll hopefully have it all covered when the time comes to pay for it.

Income from memberships, new and renewal, came to only about \$1260, not what we had been hoping for. Other than Jenny, expenses included \$400 for GA Awards, \$214 for tent space rent for our Sun 'n Fun breakfast (I got it reduced from \$481, and they forgave us for the fee in 2009, which we never paid because they never invoiced us), \$727 for Doug travel, and about \$150 misc.

During our last meeting I volunteered to look into better quality shirts to offer for sale. I'm not done yet, but so far I ordered a sample of an a better quality shirt, with a pocket, from our current supplier, Queensboro. It is better, and could be had for around \$15, with our logo embroidered, but it is dead plain white; no decorative edging, and not available in any "colors". I have spoken with JoAnn Hill about the Master Instructor shirts, and she put me in touch with her supplier. The cost for those shirts is about \$23 each. I have tentative plans to meet with a local embroidery person near me here in Indiana this coming week. She's like JoAnn's supplier out on Colorado. I want to see what she can do for us. I'll know more about this, and hopefully have a recommendation, by our next meeting.

I had also volunteered, sort of behind the scenes, to look into the database integration that Rich feels we need so badly. Due to my wife's hip replacement surgery on June 8th my time has been pretty limited (or used up!). I haven't done anything with the database thing, although I read in some of our message traffic that Brian Robbins may have a lead on this. I will of course coordinate with Brian first thing when I get going on this, but I'm not sure when. Realistically, it won't be until after Oshkosh. By then my wife will be able to carry things and drive again; I'll have a lot more time. In this regard, I have a question: What other larger organizations do we have a relationship with that we could ask how they manage their database and what automation they use? I don't think we need to reinvent the wheel. AOPA comes to mind, and I intend to ask them. EAA of course, but they might not share. Who else could I talk to?

B. Governance – Mark.

501c3 progress and status. Will file forms when we meet at Air Venture with fee of \$750.

Board orientation handbook is almost finished.

General counsel – nothing new to report.

Bylaws review process is ongoing for members' voting.

- C. Audit. Nothing to report.
- D. Awards. Nothing to report.
- E. Master Instructor. Nothing to report.

V. Special Committees – Reports.

A. Constant Contact Editor - Rich Stowell

Since June 6, 2010, we have issued a total of six email communiques using Constant Contact (not counting routine monthly membership renewal notices): one issue of SAFE eNews along with five news release-type communiques ranging from SAFE's opposition to California AB 48, to Breaking News about member benefits, to a notice regarding Proposed Changes to Bylaws, to the end of the GaMe Plan membership drive.

SAFE's Constant Contact database currently contains 487 unique email addresses, with 446 of those under "Members" (current and non-current alike) and 41 of those under "General" (i.e., aviation media, SAFE partners, and other non-members who subscribed to eNews directly via the SAFE website).

The open rate for the SAFE communiques issued since June 6th was consistent with the open rates of prior communiques. The open rate for the June eNews was 59%, whereas the open rates for the other communiques ranged from 50 to 56%.

B. Website Liaison - Rich Stowell

Other than routine website maintenance, the most significant change to the site was the opening of the FAA Safety Briefing magazine section in the SAFE Library.

C. Affiliates/Sponsors - Doug Stewart, JoAnn Hill

ASA is now a sponsor of our dinner as well as Star Insurance. Redbird Simulators will provide a simulator for our display at Air Venture.

D. News Releases - Primary author/editor - Ken Wittekiend; Distribution to Media - Radek Wyrzykowski

Air Venture will take daily news releases for their daily paper.

E. Flight Training Safety - Steve Lasday

Has not been any action regarding the FTSC for some time, will get hold of Doug and work on this issue.

F. Library Editorial Review – Alan Davis

As noted in the release sent out, the FAA Safety Briefing Magazine section is now up and running, and we have cleaned up some of the rest of the FAA section. Work will continue.

G. Membership - Growth – Julie Hubner and Michael Phillips

There has been no further activity other than the Game plan which has now ended.

H. Member ID cards – Dave Kalwishky. Nothing to report.

I. Database Management – Brian Robbins. Nothing to report.

VI. Old Business.

- A. Insurance – Doug. Refer to recent email to the board members. May have to go with another broker. Doug will send a final email with a deadline.
- B. AirVenture (July 26 – August 1, 2010) – Doug and John. Need to finalize numbers for the dinner and be ready for a down payment.
- C. Mentoring program – Donna. No report.

VII. New Business.

- A. Reciprocal (corporate) memberships. SAFE needs to establish a fee structure for other groups to pay to become SAFE members. Tom will work on this.
- B. TABLED. Student Membership. It would appear that all are in favor of this, as no one has had any opposing views or thoughts. That being said, there are still some logistical issues that will need to be ironed out at the

meeting, so that printed materials can be prepared for handout at AirVenture. We will need to decide on: what qualifies a "student" for the discounted membership; will we require only college students, or can students in any "professional course of study" be accepted?; will they have to be currently enrolled in a school, or might we allow up to a year (or any other time period) after graduation?; what will we require of "proof" of qualification for the discount?; what will be the "student" membership fee? (I suggest \$25.00); what will we name this category of membership?

A special board meeting (telecon) will occur on July 15, 2010 at 7 PM Central Time to discuss this issue.

- C. Paul Burger has requested some limited space in the SAFE tent to solicit FBOs and Flight Schools to add his "Event Search Widget" to their website. There will be a power point running in between all forums at the FAA pavilion promoting this, and he has been unable to get space allocated in the FAASTeam exhibit. In relation to this, he will sign the attached SAFE / AFASF LOU, pending Board approval. I will also be hitting him up to underwrite part of the Annual Dinner.
Larry moved that we welcome Paul Burger into our tent for Air Venture and that Doug sign the LOU with him. Alan seconded. Motion passed. Doug will make sure that our logo and our booth number will be included in the powerpoint he will be showing in the FAA Safety area.
- D. Membership Game Plan – Doug.
- E. Garments – Larry. During our last meeting I volunteered to look into better quality shirts to offer for sale. I'm not done yet, but so far I ordered a sample of an a better quality shirt, with a pocket, from our current supplier, Queensboro. It is better, and could be had for around \$15, with our logo embroidered, but it is dead plain white; no decorative edging, and not available in any "colors". I have spoken with JoAnn Hill about the Master Instructor shirts, and she put me in touch with her supplier. The cost for those shirts is about \$23 each. I have tentative plans to meet with a local embroidery person near me here in Indiana this coming week. She's like JoAnn's supplier out on Colorado. I want to see what she can do for us. I'll know more about this, and hopefully have a recommendation, by our next meeting.
- F. TABLED. Window stickers and lapel pins. We need to discuss whether we should sell these, and / or give them with new or renewing membership.
- G. Strategic Plan – Pat. Will continue to work on this and will update the board with progress.
- H. Election of Secretary and other board officers. All positions are open for election which will occur at the next regular board meeting.

VIII. Adjournment

Motion to adjourn? Alan Second? Arlynn Adjournment at 21:19 hours Central Time.

Board meeting schedule – Wednesdays at 7 PM Central Time.

August 11, 2010
September 8, 2010
October 13, 2010

November 10, 2010
December 8, 2010

SAFE Board of Directors		
Tom Benenson TBenenson@aol.com Term: 2 years	Larry Bothe, Treasurer lbothe@comcast.net Term: 1 year	Doug Stewart, Chair Doug@DSFlight.com Term: 3 years
Alan Davis ADavis@IASAir.com Term: 3 years	John Dorcey wipilot@new.rr.com Term: 2 years	Mark Adams, Vice Chair adamsmark@earthlink.net Term: 1 year
Arlynn McMahon arlynn@aerotech.net Term: 3 years	Donna Wilt dfwilt@aol.com Term: 2 years	Pat Knight, Secretary pknight@earthlink.net Term: 1 year

Cliff Chetwin Kestrelair1@gmail.com New Board Member		
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SAFE Board Mailing list: TBenenson@aol.com ; lbothe@comcast.net; Doug@DSFlight.com ; ADavis@IASAir.com; WIPilot@new.rr.com; adamsmark@earthlink.net; arlynn@aerotech.net; dfwilt@aol.com; pknight@earthlink.net; Kestrelair1@gmail.com

Affiliates/Sponsors – Doug Stewart < Doug@DSFlight.com >	News Releases - Primary author/editor – Ken Wittekiend < ken@promarkaviation.net >
Affiliates/Sponsors – JoAnn Hill < MasterInstrs@aol.com >	Flight Training Safety – Steve Lasday < crashinv@gmail.com >
Constant Contact editor -- Rich Stowell < rich@richstowell.com >	LERC – Alan Davis < ADavis@IASAir.com >
Membership - Growth – Julie Hubner < jhubner@startouch.net >	News Releases - Distribution to Media – Radek Wyrzykowski < radek@imcclubs.org >
Membership - Member ID cards – Dave Kalwishky < dave@kalwishky.com >	Website Liaison – Rich Stowell < rich@richstowell.com >
Membership - Growth – Michael Phillips < michael_phillips@roadrunner.com >	Governance – Mark Adams < adamsmark@earthlink.net >
Membership - Database Management – Brian Robbins < aeromentor@comcast.net >	

Committee email list:

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