

SAFE Board of Directors

Board Meeting Minutes

September 8, 2010



Call to order

Meeting called to order at 20:04 EDT by Chairman Doug Stewart

Roll call

Mark Adams	Cliff Chetwin	Arlynn McMahon (arrive 20:12)
Tom Benenson	Alan Davis (depart 21:15)	Doug Stewart
Larry Bothe	John Dorcey	Donna Wilt

Guest - Bob Wright

Approval of minutes

Larry moved to approve minutes of the August 18, 2010 meeting.
Alan provided the second. There was no discussion.
By acclamation, the minutes were approved.

Change in agenda

Doug asked that Bob Wright be moved to this point on the agenda. No one disagreed.

Robert Wright

Bob began with a brief review of his background and introduction of his proposal.
Bob is owner of Wright Aviation Solutions, LLC and is a free lance writer.

Prior to his present position, Bob was Director of Training for Eclipse and before that he was employed by the FAA for 22 years. Four of those years, Bob served as Director of the General Aviation and Commercial Division (AFS-800).

Bob considers three factors as the genesis of his proposal: decrease in student starts, student/pilot attrition, and stagnant accident record. He sees the common element of these three factors as the general aviation training system.

Bob considers SAFE to be the perfect organization to be a leader in this effort.

Bob continued with his proposal for a SAFE sponsored "**Pilot Training Reform Conference**". Refer to Bob's outline in the attachments section of this document.

Paragraph A What

Pilot Training Reform Conference – this may not be the final name of the conference

Short term action - Approval by the SAFE board is needed before moving forward

Paragraph B Why

An unfriendly training environment is one that fails to meet the student's expectations

Short term action – Update paper with SAFE and others input. Credibility is important

Paragraph C How

Marketing is important – a failure of 2004 effort

Short term actions – gain conceptual support of others, solicit sponsors, and draft agenda

Paragraph D Who

Location(s) – ERAU campuses are possible venue. Two locations, use both?

Who – sponsors, presenters, attendees

Short term action – obtain commitment of all who's (best of the best)

Paragraph E When

Marketing effort may include mini sessions at Sun N'Fun and other events

Piggy backing on week-long events will not work

Short term action – determine best timing, spring? fall?

Paragraph F Where

Discussed during other paragraphs

Conclusion

Bob is willing to serve as chairman of an ad hoc committee

Alan moved that we create a committee to move ahead with this project, naming Bob

Wright chair. Bob as chair to solicit committee members.

Cliff provided the second. There was no discussion.

Motion passed on a unanimous vote.

Doug, as SAFE Chair, will serve as an ex-officio committee member

Treasurer's report

See attachment section at end of this document for treasurer's report.

Committee reports

No committee reports provided since last board meeting.

Old Business

Corporate memberships

Tom reviewed background of topic highlighting levels, values, options, benefits, and suggestions from other directors.

A long discussion followed.

Doug referred this back to committee – Tom (chair), Cliff, and Arlynn and possibly one non-board SAFE member.

Garments

Larry and Doug have continued their research and have placed an order (\$648) for shirts in both ladies' and men's styles in four colors and in various sizes. Aiding in the decision making process was a "too good to pass up" sale from Queensboro, our current shirt provider. Pricing may be adjusted due to new prices.

WAI FIRG

WAI marketing has moved ahead without waiting for our response. Lacking marketing it was agreed to pass on the 2011 WAI FIRG. Doug will advise WAI.

AVEMCO database

Doug will be visiting Frederick and AOPA in the near future and will discuss this with AVEMCO while there. He will advise the board as further information becomes available.

Insurance

Doug reports that AZ, MA, and NY have yet to approve our programs. AZ and NY are huge membership states. Policy sales have been slow to date.

New Business

Database integration

Larry reported that his investigation continues. He has completed a Webinar on the Wild Apricot product. He will discuss further with Jenny and have more to report at next month's board meeting.

Credit card transactions

Our current bank, PNC, offers a wireless and almost free solution to this transaction challenge. Larry will continue to research and report next month.

Mentoring

A brief update from Donna. It was agreed that a year-end target date may guarantee a roll out at WAI 2011.

Aviation Educator Hall of Fame

Mark lead the discussion. It is proposed that SAFE expand the flight instructor hall of fame into an aviation educator hall of fame and that we work to ensure an individual be inducted annually. Doug named Rich to chair a committee to work on this topic.

AV Seminars

We will pass on the offer but will advertise its availability if owner approves.

NCASE

Doug, representing SAFE (we are a member), participated in a recent telecon.

Next meeting / Adjournment

The next board meeting will be October 13. Larry moved for adjournment. Donna provided the second. There was no discussion. The vote was unanimous.

Attachments

Bob Wright Proposal

SAFE Sponsored “Pilot Training Reform” Conference

(Prepared/revised 9-4-10 by Robert Wright, Wright Aviation Solutions LLC)

A. What?

1. A major forum for interested parties to discuss the linkages between the lack of current general aviation growth, decreased student starts, increased student attrition, the stagnant accident record, and the current process for training general aviation pilots.
2. A forum which builds on, and does not replace, current industry programs.
3. A method by which SAFE can exercise leadership, publicly display its capabilities, and contribute to the GA community.

Short term actions: (1) SAFE BOD go-ahead. (2) Collaboration with other organizations, to ratify the go-ahead.

Long term outcomes: Wider industry agreement on need for coordinated industry action to improve flight training system.

B. Why?

1. Student starts have decreased and student attrition has increased markedly, for a variety of reasons. Examples:
 - a. Poor instruction (Safety linkage?)
 - b. Financial issues/general economy
 - c. Lack of spousal support (Safety linkage?)
 - d. Unfriendly training environment
 - e. Training not tailored to student requirements and purpose (Safety linkage?)
2. The GA accident record has stopped improving and the fatal accident rate has been flat for years (Safety needs to be a major connection, to ensure FAA support – but not letting them lead).
3. New technologies have dramatically altered GA products, including pilot training.
4. GA faces many external pressures (economics, demographics, fuel, etc.).
5. The GA flight training system has a strong linkage to all of the above factors.

Short term actions: Revise 2009 issue paper prepared by Wright; add SAFE input.

Long term outcome: Solicit papers/input from other organizations, as a prelude to training conference.

C. How?

1. Conduct a highly publicized forum (aviation media participates in forum) with participation by all GA stakeholder communities (see item D below).
 - a. Expert panels with possible breakout sessions
 - b. Papers and panel charges prepared in advance
 - c. Follow-up actions for organizations (Aviation Training Reform Coalition?)

2. Use existing or planned GA forums/events (especially single day NATA and AOPA-ASF events preceding AOPA Summit on November 10 in Long Beach) to build support for the SAFE-led forum that follows.
3. Solicit major external sponsor support to stage event, provide venue and resources, and handle meeting logistics (OEM? Courseware provider? Trade association? Joint sponsorship?)

Short term actions: Draft for conference agenda, including structure for panels.

Long term outcome: Commitment by sponsor(s) to host forum/conference.

D. Who?

1. Sponsors (joint sponsorship desirable, with SAFE as lead or chair)
 - a. OEM (Cessna? Cirrus?) (Key contact: Jack Pelton)
 - b. Courseware provider (Sporty's? King?) (Key contact: Hal Shevers)
 - c. National organization (AOPA-ASF) (Key contact: Craig Fuller)
 - d. Insurance community (Avemco) (Key contact: Jim Lauerman)
 - e. FAA (They may or may not be a sponsor, but they need a heads-up, so they can be prepared to support) (Key contact: Randy Babbit, Administrator)
2. Forum/conference attendees and participants
 - a. Instructional community led, or at least chaired by, SAFE.
 - b. OEM's (especially Cessna and Cirrus) (LSA manufacturers?)
 - c. Equipment OEM's (Garmin, Avidyne, Aspen, Lightspeed, etc.)
 - d. Courseware providers (King, ASA, Jeppesen, Gleim, etc.)
 - e. University training community (ERAU, UND, UAA, etc.)
 - f. Other major training providers, (FSI, Simuflite, SIMCOM, etc.) (Small schools?)
 - g. Trade associations (AOPA, GAMA, NATA, EAA, etc.)
 - h. FAA (AFS-800, AFS-600, FAAST team) (FAA follows but does not chair panels or lead effort!)

Short term action: Contact key sponsors, obtain their commitment.

Long term actions: (1) Create detailed list of invitees. (2) Invite other organizations/individuals to participate.

E. When?

1. Late spring 2011 (Very late May or early June - weekdays) (Alternate: Early fall 2011, perhaps in conjunction with AOPA Summit).
2. One and a half days (Reception the night before – two hotel nights minimum).
3. Orchestrate publicity throughout winter, major aviation media coverage.

Short term action: Coordinate with sponsors and others to specify an acceptable date.

Long term action: Announce date and specifics and publicize through aviation media.

F. Where?

1. Location determined by sponsor (Wichita? Cincinnati?) (NOT inside the beltway).
2. Hotel or sponsor venue (Breakout rooms may be needed).
Short term action: Coordinate with sponsor(s) to select conference site and specify logistical and support responsibilities.
Long term action: Provide information and pre-registration information to conference participants.

Treasurer's Report

Larry (09/06/2010)

As usual, all bills are paid. The check register is reconciled for the end of September. We have just over \$27,000 in the bank. I think I earlier predicted that we would have about \$30k after all the Oshkosh income and expenses settled, but Doug threw me a curve and paid for our 2011 booth space early (\$1400) and we sent \$750 off with the 501.c.3 application (yea, it's gone!), so that's most of the difference. Now that our major trade show season is over I have asked Jenny to create an Income Statement YTD 8/31/10 for me so I can compare it to the budget. I can tell that we're doing OK from cash flow, but I do want to see how we compare with what we predicted. I suspect that *Travel* is way over budget because we keep sending Doug to conferences we didn't even know about at the beginning of the year, and revenue from memberships is less than predicted due to the lack of success of the GaMe plan.