

SAFE Telecon Minutes



- I. Call to Order – Chair 9:01 PM
- II. Roll Call.

Doug Stewart, Chair	Alan Davis	Donna Wilt
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? Alan Second? Tom. Motion passes.

IV. Treasurer's Report – Larry

We have \$22,447 in our checking account. All our bills are paid, and I am not aware of any big credit card charges or any other major expenses that will hit in the near future. Major expenses in the last month were to reimburse Doug for AOPA Summit travel (\$618) and Jenny for December website work (\$400). The substantial increase in available cash comes from the \$5000 check Cessna gave us to sponsor our website. I'm sure Doug will have more to say on that.

Only a handful of people have joined SAFE since we last met. But for those who did join, I have been immediately sending a welcome e-mail with an attachment of the additional welcome materials developed by Rich.

Since we account on a cash basis I have enough information to do our 2009 not-for-profit federal tax return. Up until now I have not spent any money on accounting services, but I imagine I will have to spend several hundred dollars for the tax prep work.

Clearing payments through PayPal costs essentially the same as taking credit cards. I was in contact with Jenny about payment plans for our online store. She is doing some research on her end, and then she and I will talk. We'll have recommendations by the telecon on Wednesday.

I have a topic I would like to add too: Whatever happened to our 501.c.3 status? I'm asking because I met with our accounting service this morning (still no charge), and the CPA says the status has a lot to do with filing our federal tax return. ANSWER: Per Mark Adams, yes, it is in process. Should be finished soon.

I thought you might like to see the financial results of our first year of operation. See attachment 1. Please take a look at the attached file. Don't pay much attention to the "Current Month" figures; they reflect some journal entries I did to correctly categorize some income and expense items. The year-to-date is what you should concentrate on. I'll be happy to entertain any questions.

ACTION. Larry moved that we authorize Jenny to change credit card gateway to authorize.net and for Jenny to complete the security verification at approximately \$500-700. Second – Alan. Motion passed.

V. Committee Reports – Rich Stowell.

Attachment 2 is the Committees' Report. Though not an official part of this report, the following information and related attachments, supplement the Report and should be reviewed by the Board for comment and direction:

Regarding SAFE's new Forum:

1. Proposed Terms of Service (aka, Forum Rules) for forum users attached (.doc)
 - * Created by Forum Moderator Dennis Wilt
 - * **Request direction from the Board** regarding an appropriate email address for appeals of alleged abuse or violation of the Terms of Service
2. Proposed SAFE Forum Topics attached (.xls)
 - * This may offer far more topic headers than we need to get started, and no doubt other topics will reveal themselves once many users begin posting to the forum
 - * **Request approval from the Board** for Dennis Wilt to begin setting up these or other topics

ACTION. A general address will be used, and will then be redirected to the appropriate person.

ACTION. Board members should test drive the set-up.

ACTION. Classifieds will remain in effect for 60 days.

Regarding the upcoming Membership Growth Program:

1. See a mockup of the web page for this program at <http://safepilots.us/offline-membership-zcampaign/>

* Web page was created by volunteers, i.e., no cost to SAFE to generate the mockup

2. Draft of Recruiter's Log Sheet with checklist attached (.pdf)

ACTION: Program will start March 1 and end by the first day of Air Venture. Winners will be announced at annual meeting at Air Venture.

Regarding Communications:

1. V2.0 Draft document entitled, "2009 Year in Review" (.doc)

Note: There will likely be an additional document or two pertaining to the Membership Growth program that I hope to email on Tuesday.

Attachment 2. Committees' Report

Attachment 3. SAFE Forum TOS (Reference Dennis Wilt document)

Attachment 4. SAFE Forum Topics

Rich Stowell left the telecon at 2105 CST.

VI. Unfinished Business.

- A. Library – See attachment 6 for Alan's report. Should have something concrete by the next board meeting.
- B. Insurance – Doug. Continues to follow-up with Starr Aviation.
- C. Sun n Fun – Doug. Including brochure status. Partnership with Lightspeed and the FAAS Team. See Attachment 7 for Lightspeed MOU. They are sponsoring our display. Pricing for the tent is not available yet. Need to decide on a day for our breakfast.

- D. AirVenture – Doug and John. John will try to get the spot we really wanted last year. He will act before the January 29 deadline. John will reserve the terminal for us. We will employ a two ticket system for drinks. We will hold it on the Thursday of Air Venture.
- E. Mentoring program – Donna. Kudos to Donna who submitted the mentoring proposal.
- F. Wings Beta Test – Doug sent 24 names. Per latest email, revised Beta test schedule for the revised WINGS program is moving toward late January.
- G. Financial support for the website.
- H. Staffing for standing committees. Have had some volunteers. We have members for the governance committee so we can go ahead with soliciting nominations. Must have a slate by March 15.

VII. Tabled business.

Motion by Alan to form a committee to solicit members to continue their support tabled. Motion remains tabled. ACTION: Alan rescinds the motion. Item will be handled by Board in a less formal way. Add to new business for next meeting.

VIII. New Business

- A. Doug received a document from Radek Wyrzykowski, seeking a partnership between SAFE and the IMC Clubs. See attachment 5. ACTION: Tom moves that the letter of understanding be adopted. Second? Larry. Motion carries.
- B. Jim Campbell and Aero News talked to Doug to have a channel for aviation education. He wants to work with us for our involvement. Jim Campbell will be scheduled for the first item on the February meeting. Doug asked him for more detail in a document.
- C. Alan has been asked to attend a safety meeting in Spokane. He will represent SAFE. Mission International Services contact is Steve Quidd. They reprinted an article on density altitude that Alan wrote, “ Correcting Density Altitude for Humidity What you don't know about moisture can be dangerous.”

Mission Safety International
 328 E. Elk Ave., Suite 1
 Elizabethton, TN 37643
 Tel: 423-542-8892
 Fax: 423-542-5464
 info@msisafety.org
 www.msisafety.org

- D. Per Larry, I tried to buy an item from ASA but could not get the SAFE discount. How do we make that actually work? Can I help with getting the discount programs we have negotiated to become functional?
- E. Need to appoint an audit committee. Pat Knight volunteered. She will have a breakdown of the committee duties. She will form pieces of the project or a plan so that volunteers can see what the job is.

- IX. Next meetings
 Wednesday, February 10, 2010
 Wednesday, March 10, 2010
 Wednesday, April 14, 2010
 Wednesday, May 12, 2010
- X. Adjournment
 Motion to adjourn? Alan Second? Donna

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

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
 Additional addresses: Rich@RichStowell.com

Society of Aviation & Flight Educators
Income Statement
For the Twelve Months Ending December 31, 2009

	Current Month		Year to Date	
Revenues				
Membership-Sales	\$ 423.90	7.82	\$ 40,250.58	83.25
Apparel-Sales	0.00	0.00	1,497.58	3.10
Donations Received	(1,500.00)	(27.66)	101.64	0.21
Corporate Sponsorship	6,500.00	119.84	6,500.00	13.44
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Total Revenues	5,423.90	100.00	48,349.80	100.00
Cost of Sales				
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Total Cost of Sales	0.00	0.00	0.00	0.00
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Gross Profit	5,423.90	100.00	48,349.80	100.00
Expenses				
Professional Fees-Legal Fees	0.00	0.00	1,145.00	2.37
Website expense	157.50	2.90	5,097.05	10.54
Sales Tax Expense	0.00	0.00	45.68	0.09
Other Taxes Expense	0.00	0.00	50.40	0.10
Trade Show Space Rental	0.00	0.00	6,141.50	12.70
Trade show equipment expense	0.00	0.00	68.00	0.14
Travel Expense	534.39	9.85	534.39	1.11
Office Supplies Expense	0.00	0.00	585.20	1.21
Apparel	0.00	0.00	3,209.06	6.64
Bank Charges	0.00	0.00	90.78	0.19
Advertising Expense	0.00	0.00	100.00	0.21
Meals & Entertainment	0.00	0.00	2,192.34	4.53
Printing	0.00	0.00	519.75	1.07
Banners/Signs	0.00	0.00	189.00	0.39
Membership Premiums	0.00	0.00	491.40	1.02
Membership Cards	0.00	0.00	493.26	1.02
Donations To Others	0.00	0.00	500.00	1.03
Freight Expense	0.00	0.00	292.37	0.60
Shipping Supplies	84.59	1.56	84.59	0.17
Postage	0.00	0.00	374.14	0.77
Insurance Expense	0.00	0.00	1,500.00	3.10
Credit Card Fees	96.69	1.78	1,322.30	2.73
CC Setup	0.00	0.00	150.00	0.31
	<hr/>		<hr/>	
Total Expenses	873.17	16.10	25,176.21	52.07
	<hr/>		<hr/>	
Net Income	\$ 4,550.73	83.90	\$ 23,173.59	47.93
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Attachment 2.

-----SAFE Committees Report, 13 January 2010-----

Submitted by Rich Stowell, Committee Coordinator

1. Website:

- New Forum: After installing and setting up the basic forum package discussed during a previous Board telecon, Beta testing was conducted by volunteer Moderator Dennis Wilt, Webmaster Jenny Furst, and Rich Stowell. Although this package had upgraded features compared to the BraveNet Forum SAFE is currently using, Dennis felt the new Forum needed to be even more robust with more powerful features. Consequently, Jenny conducted two hours of additional research and found a second, full-featured package that is compatible with SAFE's web platform. This Forum package was subsequently uploaded, set-up, and tested. A few of the features:

- Moderator oversight
- The ability to restrict access to abusers of Forum rules
- User Avatars
- Full text formatting & spell check functions
- Ability to include photos & graphics in posts
- Ability to include videos in posts
- Private Messaging
- Buddy Lists
- Automatic email notifications regarding posts & private messages
- RSS views
- Forum stats
- Ability to link SAFE web pages to the Forum

Among other things, we are now completing the test phase, compiling a detailed list of Forum features, generating Forum rules ("Terms of Service"), and creating a number of "starter" Forum Topic headers. The hope is to invite the Board to test drive the new Forum by the end of the week, opening up the new Forum to the membership very soon thereafter.

- Other Changes: The website has undergone several other refinements as well. Most notably:
 - Revised "Contact" page
 - Added "Phone Number" field
 - Added "Preferred Method of Contact" radio buttons
 - Added "Subject" pull down menu
 - Added link to the Board of Directors page if anyone wants to directly email a Director on any issues
 - Revised "Join SAFE" page
 - Updated "Charter" to "Supporting" memberships

- Updated the downloadable membership forms
- Updated the "Your SAFE Membership Includes" bullet points

2. Membership Growth:

- The short-term membership drive has been dubbed Member-Get-a-Member (the Member GaMe Plan™ for short). The highlights:
 - Incentive-based – \$2.00 credit toward renewal per new member recruited, plus an acknowledgment on the SAFE website. Additionally, sponsor-provided prizes for the top three recruiters
 - The Goal – 500 new members in 120 days (from the date the program is launched)
 - Work has begun on a mockup web page, Recruiter's Log Sheet, and other materials
 - Committees such as Branding & Marketing, Communications, and Affiliation/Sponsorship need to be brought on board at this time to coordinate with Membership Growth – **it has been suggested that the Board contact the Chairs of these other committees to discuss the GaMe Plan™ prior to Membership Growth contacting these other committees to coordinate work flow.**

3. Communications:

- Prepared the draft document "2009 Year in Review" which highlights SAFE's accomplishments in its first year of existence. Elements of this document might be used as follows:
 - In News Releases to the aviation media celebrating SAFE's first birthday
 - As part of an update to SAFE members – looking back and looking ahead
 - As part of membership renewal notices to encourage members to re-up
 - As part of the GaMe Plan™ membership drive to help members sell SAFE to prospective members

4. Affiliation/Sponsorship:

- Identified a number of sponsors who still need to provide Promo Codes for our Members-Only area. This has been forwarded to JoAnn Hill for follow-up.

5. Library Editorial Review Committee (LERC): Director Alan Davis to provide an update.

Respectfully,

Rich Stowell

Attachment 3. SAFE Forum TOS (Reference Dennis Wilt document)

To participate on SAFE Forum by posting, sending messages or uploading, you agree to abide by the following Terms of Service (ToS).

The SAFE Forum is a friendly forum based on mutual respect. While the Moderators will do their best to keep it that way, it is impossible for us to review every post. If any post seems to violate the spirit of mutual respect, please use the **Report Post** button at the top of the post to notify us. All posts are the opinions of their respective authors and do not necessarily reflect the views of SAFE. We are not responsible for posts' content, authenticity or accuracy.

No post should exceed a "PG" rating (some material may not be suitable for pre-teenagers. Nudity and coarse language are prohibited). Profane, racial, insulting or mean spirited language is not allowed including any sort of harassment, flaming, or cyberbullying. "Flaming" is a hostile and insulting interaction between Internet users. Flaming usually occurs in the social context of a discussion board, Internet Relay Chat (IRC), by e-mail or on Video-sharing websites.

"Cyberbullying" is when a person is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another person using the Internet. Threats of any sort are grounds for immediate permanent ban; there is never a reason to resort to personal attacks. If you feel that you have been attacked, please do not retaliate; instead use the Report Bad Post button at the bottom of each post to notify SAFE Moderators. Trolling posts or off-topic posts (hijacking) may be moderated or removed. Trolling is a means of exploiting the weaknesses of human nature or of an on-line community to upset people.

Spamming or attempting to recruit our membership other than through authorized use of our commercial (market place) forums is expressly forbidden.

The creation of multiple accounts ("sock puppets") for one person is prohibited and grounds for suspension.

SAFE is dedicated to keeping our users' information private and will never sell it to a third party.

The Moderators have the last word in any dispute and are responsible for interpreting the ToS. When they deem it in the best interest of SAFE Forum, they may edit or delete: avatars, pictures, signatures, posts and threads. They may suspend users when they deem it is necessary.

Membership is a privilege and SAFE reserves the right to deny service to any person with or without cause or notification. If a member feels unfairly denied of service or unfairly moderated, an appeal may be sent by e-mail to [\(insert correct e-mail here\)](#). Each appeal will be reviewed by the SAFE Board of Directors, but only by those Board members who are not involved in the issue that led to the appeal.

There may be certain sections of the forum where special rules apply. These rules are part of the ToS for those forums; acknowledgement and compliance apply as with other ToS conditions.

SAFE reserves the right to add to or amend the ToS without any prior warning or consent from its Forum users. By completing your registration, you agree that your SAFE Forum participation will conform to any such additions or amendments to the ToS.

Banning Policy:

Temporary bans (5 days) can be called for by any Moderator and are automatic. This can be in response to any violation of the ToS at the Moderator's discretion, harassment of others, flaming others, or trolling. The Moderator must send a notice to the affected member's e-mail and detail why the ban was imposed. Temporary bans should be rare and can be conditional.

Permanent bans are considered when the member exceeds 2 bans in less than 6 months, openly challenges authority (not just asking a question), threatens anyone in any way, or has blatantly violated the ToS. A permanent ban requires the Board of Director's approval. A temporary ban should be called for first and then permanent banning should be discussed for at least 5 days. The Moderator who initiated the temporary ban is in charge of the process. That Moderator will inform the SAFE Board of Directors that a vote needs to be taken. The vote should occur within 7 days and the results will be sent to the member in question. Permanent bans can be re-visited by any Moderator at any time and only need a simple majority of the Directors voting to be rescinded. Permanent bans should be very rare and can be conditional.

Under no circumstances will SAFE Forum Moderators or SAFE Directors disclose reasons or rationale for any disciplinary action to a third party. We view this as a privacy issue and are committed to protect the privacy of the Forum's members at all times. While we do respect a member's desire to request a review of the status of their account, we specifically forbid the use of sock puppets (multiple user accounts) or another member's account to make your case. All such requests must be sent to [\(insert correct e-mail address here\)](#) for consideration. At this point of the process, SAFE is not obliged to correspond any further unless we change your status. All Moderators and Directors will forward any and all such requests sent to them personally as well.

Attachment 4. SAFE Forum Topics v1

Broad Topic (Groups)	Sub-Topics	Decription (if needed)
About the Forum	Rules	Agree to disagree respectfully
	Features Check-out	Learn about the available Forum features here
General	Announcements	Post news releases, updates, etc. here
	Classifieds	Ads older than XX days will be deleted
	Debriefing	Discuss general topics, current events, etc. here
	Product Reviews	Even if you don't like a particular product, be nice!
Nuts, Bolts, Electrons	Aircraft Systems	
	Airframe	
	Avionics	
	Firewall Forward	
	Glass Cockpit	
	Steam Gages	
The Paperwork	Endorsements	
	FAA & Other Forms	
	Policies & Procedures	Running a flight school or other aviation business, managing an airport, etc.
	Recordkeeping	Logging time, keeping records
Type-Specific	Aerobatics	Includes spin, emergency maneuver, and upset recovery training
	Complex Aircraft	
	Conventional Gear	
	Floats & Skis	
	Gliders	
	Helicopters	
	High Altitude	
	High Performance	
	Instrument Flying	
	Light Sport	
	Mountain Flying	
	Model Airplanes	
	Multi-Engine	
	Simulators	
	Technically Advanced	
Other Topics	Aerodynamics	
	Aeromedical	
	Earning a Living	Many educators do just that in aviation...
	Educator Roundtable	Share teaching tips & techniques here

	Human Factors	Risk management, decision-making, situational awareness, hazardous attitudes, etc.
	Insurance	
	Practical Test Standards	Standards, test prep, & check rides
	Recurrent Training	Flight reviews, insurance-mandated training, remedial training, & other recurrent training programs
	Rules & Regs	Discuss FARs, NPRMs, etc. here
	Safety Issues	Safety of flight, accident reports, etc.
	Takeoffs & Landings	Working the traffic pattern
	Weather	
Private Groups	Moderator's Forum	A private area for moderators to discuss issues and possible actions that may need to be taken against members.
	Board of Director's Forum	Private area for the Board
Education Issues	K-12	
	University Programs	
	Vo-Tech	



IMC Clubs.org

101 Access Road
Norwood, MA 02062

LETTER OF UNDERSTANDING

IMC Club and IMC Clubs.org And Society of Aviation & Flight Educators

This Letter of Understanding (LOU) establishes an arrangement between the IMC Club and IMC Clubs.org and the Society of Aviation & Flight Educators (SAFE) to promote aviation safety awareness, training and instrument proficiency to all airmen. This LOU does not create a legal or financial obligation between the parties.

The parties to this LOU are voluntarily entering into this arrangement to pursue their common goal of promoting aviation safety and proficiency. Either party may terminate this LOU at any time by giving written notice to the other party. This letter reflects the understanding that has been reached relative to the terms and conditions of SAFE and the IMC Club and IMC Clubs.org to collaboratively promote pilot safety.

The IMC Club and IMC Clubs.org agrees to:

- a) Provide all SAFE (Society of Aviation and Flight Educators) members with a free one year membership to IMC Club with all the benefits and resources of its website.
- b) Recognize the SAFE logo and banner on the home page of IMC Clubs.org
- c) Provide a link on www.imcclubs.org to www.safepilots.org
- d) Work with SAFE to develop safety awareness training and programs.
- e) Provide SAFE with IMC Club's safety materials for distribution when available.
- f) Provide instructors who are SAFE members with IMC Club's mission referrals.
- g) Refer SAFE members to new IMC Club Chapters looking for chapter leadership.

The Society of Aviation & Flight Educators agrees to:

- a) Encourage SAFE members to contribute to the IMC Club and IMC Clubs.org movement by providing aviation news materials, safety materials, or other material subject to IMC Club approval and acceptance.
- b) Provide a link on SAFE's website (www.safepilots.org) to the imcclubs.org website (www.imcclubs.org.)
- c) Include IMC Clubs information in external publications distributed to all members worldwide – as appropriate.
- d) Serve as a distribution point for IMC Club materials.
- e) Promote SAFE member participation in the IMC Club movement.

Signed this 10th day of January 2010

Doug Stewart, MCFI, Chairman
Society of Aviation & Flight Educators

Radek R. Wyrzykowski, MCFI, President
IMC Club and IMC Clubs.org

Attachment 6. Library Committee Report from Alan Davis.

With Tom in MX (tough duty!!) and Pat on the road a lot, we resorted to e-mail “meeting” time to get some things underway. Concepts and ideas were submitted, and we received input from Rich and Jenny on their thoughts and what was “possible”. There are two parts to this process – the library itself and the SAFE wiki. We are tackling the first one first, as it will be the quickest to get up and running, and we will deal with the wiki a bit later. Thanks to Rich for all his work and input!! While there are some more “eloquent” ways to handle some of the library processes, we are leaning toward the more simple way in an effort to get this going. (We can get more eloquent later.) As presently envisioned, the process would approximate:

- 1) When someone clicks on the library section (assuming they are a member, of course), they would be greeted and presented with two choices – **contribute** to the library or **use** the library – represented by appropriately named buttons.
- 2) If the **CONTRIBUTE** button is clicked, the member will then be presented with a screen that indicates the requirements and terms of submitting, including both review of the material (and in any “journal”) and the limits of the SAFE liability. (This is the “short form” of course.) If they agree, then they can click on an **Agree** button which will then take them to a screen with instructions as to how to submit materials
- 3) If the **USE** button is clicked, the member will then be presented with the use terms, and by clicking the **AGREE** button, they will be allowed into the library to browse and use.

Obviously, this is the “short form” and wording has been and is being created to cover the contingencies. If the Board is in agreement with the concept, we will move ahead. The next steps are:

- 1) Create “offline” pages with function and flow for Board to see and test.
- 2) Create the initial “look” of the library page – how we organize it and present the “sections”, such as FAA and other public stuff vs. submitted materials.
- 3) If the system works as we propose, we can put it online – and do some accompanying press material that both announces it AND also solicit material. We need to be careful about how we word this so that people don’t go there and get disappointed by what they find. We will work on that part.
- 4) Solicit people to help vet documents that are submitted.

That is the quick down and dirty of where we are now. Input?

Attachment 7. Lightspeed Document

Doug Stewart
Society of Aviation and Flight Educators

April 22, 2010

Dear Doug:

I have enjoyed working getting to know you and sharing ideas over the last few months. The purpose of this letter is to outline a mutual understanding of how Lightspeed Aviation and the Society of Aviation and Flight Educators (SAFE) will work together for mutual benefit. This partnership is part of an Lightspeed Aviation initiative to promote the growth of general aviation in three critical areas: a) growing the number of pilots; b) growing pilots in safety and proficiency; c) growing the application of aviation for those in need. The basic agreement is as follows:

- . Lightspeed and SAFE grant each other permission to publicize their working relationship through press releases, websites, and other media. Lightspeed and SAFE will work together to honor the brand integrity of each organization in their public communications.
- I. Lightspeed will sponsor SAFE's booth at Sun 'n Fun in 2010. This sponsorship shall comprise \$5,000 to be used by SAFE for the creation of booth displays and infrastructure. Where possible and appropriate by mutual agreement, the graphics shall be re-usable at future shows and include the Lightspeed logo. Lightspeed will also donate one Zulu headset to be given away to the winner of a contest (to be co-designed with SAFE). SAFE will provide a portion of their booth space for the display of a Lightspeed headset and the administration of the headset giveaway contest by Lightspeed and/or SAFE personnel.
- II. Lightspeed and SAFE will explore the joint development and promotion of aviation safety and proficiency educational materials and events.
- III. Lightspeed will continue to explore opportunities to provide value-added benefits for SAFE members. This may include headset giveaways, discounted products, and/or other types of promotional benefits.

We at Lightspeed are looking forward to serving aviation in partnership with you!

Sincerely,

Matt Mathias
Director of Marketing