

SAFE Telecon Minutes April 21, 2010



I. Call to Order – Chair on Wednesday April 21, 2010 at 8:30 PM Central

II. Roll Call.

Doug Stewart, Chair	Alan Davis	Donna Wilt
Pat Knight, Secretary	Arlynn McMahon, Absent – no proxy	Larry Bothe, Treasurer Absent - proxy
Mark Adams, Vice Chair	John Dorcey	Tom Benenson

III. Minutes of the last telephone conference have been emailed to board members. One correction will be made changing the amount paid to Jenny as \$250. Donna moved and Tom seconded that the minutes be accepted. Motion passed by unanimous vote.

IV. Treasurer's Report – Larry.

As of 3/31 we had \$22,134 in our bank account. For the month of March we had \$3282 in net sales of memberships over the website (essentially all renewals), and \$5785 in other deposits, most of which was the \$5000 from Lightspeed for our booth at SnF; the rest membership renewals I took in here by check. Major expenditures include the usual from Jenny, \$1621 this time because it included \$250 for bookkeeping and \$495 website admin fee paid in advance for April. We also paid \$1500 for our 2010 event insurance policy. Thanks to Doug's success in obtaining substantial sponsorships for various activities we are holding our own quite well from a cash flow point of view. We did receive \$355 from Starr Aviation for SnF breakfast sponsorship; we're waiting on a like amount from Northwest (they have been billed) for the same thing.

V. Committee Reports – Rich Stowell. See attachment #1.

VI. Old Business.

- A. Insurance – Doug. Nothing further to report.
- B. Board of Directors election – Mark. Bios will be out May 1 and election will run from May 15 to May 25. Voting procedure has been simplified.
- C. 501c3 – Mark. Documents will go to lawyer shortly for filing.
- D. Sun n Fun update – Doug. Great success with many contacts from interested people and companies.
- E. AirVenture (July 26 – August 1, 2010) – Doug and John. We will have Booth#421 which is in a very good location. Dinner will be Thursday, July 29 and will be an Italian buffet.
- F. Mentoring program – Donna. Contract has been signed.

VII. New Business.

- A. Authorize expenditure. Mark moved that the BOD authorize the Chair to spend up to \$1000 at a given time for operational necessities without further Board approval. Tom Seconded. Motion passed.
- B. Scholarships sponsored by SAFE. See attachment #2. Donna and Arlynn will pursue setting up the scholarship. Tom moved that we establish a scholarship. John seconded the motion. Donna suggested an amendment to the motion that the scholarship amount be set at \$1000. Motion passed.
- C. Joining NCAE (National Coalition of Aviation Educators). John moved that we join the NCAE for a fee of \$100. Mark seconded the motion. Motion passed.
- D. General Counsel. Mark raised the issue that we are getting to the point of needing a General Counsel. Board members who have possible candidates will solicit resumes from people who are interested in serving as General Counsel.

VIII. Board meeting schedule: Wednesdays at 8PM Central Time.

May 12, 2010
June 9, 2010
July 14, 2010
August 11, 2010

September 8, 2010
October 13, 2010
November 10, 2010
December 8, 2010

- IX. Adjournment
Motion to adjourn? Mark Second? Donna
Adjournment at 9:19 PM Central.

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 Dorsey 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; Rich@RichStowell.com



Attachment #1

-----SAFE Committees Report, 21 April 2010-----

Submitted by Rich Stowell, Committee Coordinator

1. Website:

- Store: Jenny had been battling some serious and recurring PCI compliance and poor customer service issues with the shopping cart for about a month now. She found a new shopping cart vendor that is much more responsive to questions and concerns, and whose shopping cart seems to be able to pass PCI compliance much more consistently. Given that we were in the midst of renewals and Sun-n-Fun, coupled with the fact that there are monetary penalties assessed by merchant account providers for PCI non-compliance (not to mention security concerns with member information), I authorized a switch to a replacement shopping cart, which is now up and running. We are hoping to influence upgrades in this new cart with improved features in upcoming upgrades, but the main issue of consistent PCI compliance has been resolved with a shopping cart provider who is responsive to our needs, questions, and issues.
 - The cost for the switch:
 - \$49.00 for the new shopping cart
 - \$162.00 to install & test (4 hrs x 40.50/hr)
- Other:
 - Added Help Center with video tutorials (Jings) to address FAQs
 - Added Event Search box for FAA-sponsored seminars and events
 - Added Subscription Link for SAFE eNews
 - Added Link to SAFE eNews Archives
 - Added Aviation-Mentoring Interest Survey
 - Added SnF Communications Quiz and Answers

2. Membership Growth:

- The goal is 500 new members in 18 weeks
 - On average, we need to sign up 28 new members per week
 - We are now seven weeks into the campaign:
 - If we were "on pace" we should have enrolled 196 new members by now
 - Including Sun-n-Fun, we have enrolled maybe 45-50 new members
 - We are currently way off the pace!

- In my opinion, the Board really needs to take the reins and become visible and proactive for the GaMe Plan to have any chance of success
 - Directors need to be the cheerleaders to motivate and energize the membership on a regular basis
 - Consider assigning each Director to a region
 - Directors establish regional networks of communication
 - Use Constant Contact to send an introductory and follow-up emails from each Director to members within their respective regions
 - Spur on members within respective regions
 - Make it a competition, region vs. region
 - Directors need to lead by example
 - Personally sign up new members
 - Provide News Items about members Directors and their regional members are signing up
 - A similar regional model with similar Board involvement should be considered regarding membership renewals as well

3. Launched Trial eNews using Constant Contact:

- In the past week:
 - Created a Constant Contact account
 - Created an eNews template
 - Created Membership Renewal templates
 - Initial Notice
 - Second Notice
 - Final Notice
 - Created eNews Archives Homepage and various eNews links
 - Uploaded main SAFE email database as well as monthly renewal blocks through June
 - Emailed Two eNews Sun-n-Fun Issues, plus March Final Renewal Notices
 - Activated "Editor@safepilots.org" email address for eNews
 - April Second Notices and May Initial Notices will be sent this week
- Example of Constant Contact Email Metrics as of April 19th:
 - SAFE eNews -- Debut Issue + Second SnF Update:
 - Total Emails Sent = 737
 - Total Opened as of April 19th = 412 (56%)
 - Click-Through Stats as of April 19th:
 - Total Click-throughs = 106
 - SAFE Home Page = 26 (24%)
 - Mentoring Survey = 19 (18%)
 - Communications Quiz = 18 (17%)
 - "Other" SAFE Pages Combined = 15 (14%)
 - Mentoring Survey News Blog = 9 (8%)
 - eNews Sponsors (combined) = 8 (8%)
 - Other Sponsors (combined) = 6 (6%)
 - Partner with SAFE = 5 (5%)
 - Final Notice, March Membership Renewal Notices:
 - Total Final Notices Sent = 60
 - Total Opened as of April 19th = 32 (53%)
 - Click-Through Stats as of April 19th:

- Total Click-Throughs = 15 (25% of total emails sent)
- SAFE Store = 14 (93%)
- Download Membership App = 1 (7%)
- Board Action Needed -- the Constant Contact account was set up for one month using Virtual Accounting Services' (Jenny's) credit card. In order to continue using this service, a SAFE credit card number needs to be provided to Constant Contact. My recommendation is to prepay for six months (discounted price for doing so). Jenny will also bill the three eNews sponsors for their share of the seven-month trial period (one month already paid + six-month pre-paid), after which the Board should re-evaluate this service.

4. SAFE Database Interface:

- The Board and others were sent the document, "Streamlining Info Flow.pdf" to begin the transition to a robust, mostly automated, and website-based member information management system as envisioned when SAFE was formed.
 - Based on the capabilities demonstrated using Constant Contact for membership mailings, it is hoped that this will further motivate the Board to pursue other avenues for automating and streamlining all of SAFE's member processes
 - Recommend that at least one Board member take on the task of spearheading a SAFE Database Interface project

5. SAFE Committees & Working Groups:

- The current committees/working groups and their *de facto* (i.e., active) participants as of today:
 - Affiliates/Sponsorship
 - JoAnn Hill & Doug Stewart
 - Aviation-Educator Mentoring Program
 - Donna Wilt & Arlynn McMahon
 - Branding & Marketing
 - Mike Coligny, in a consulting role as it relates to work by other committees
 - Cessna FIRC
 - Doug Stewart, with Mark Adams, Michael-Maya Charles, & Michael Phillips
 - Communications
 - News Releases
 - Ken Wittekiend (editor) with Radek Wyrzykowski (distributor)
 - eNews Editor
 - Rich Stowell
 - Website News Blog Editor
 - Nina Anderson (needs check-out from Doug Stewart)
 - Flight Training Safety
 - Steve Lasday, with Mark Adams, Michael Maya-Charles, & Doug Stewart
 - Forums
 - Dennis Wilt
 - Governance
 - Mark Adams
 - LERC
 - Alan Davis, with Tom Benenson, Steve Lasday, Pat Knight, & Russ Still
 - Membership
 - Database Management -- Brian Robbins

- Growth/Retention -- Julie Hubner & Michael Phillips
- Website
 - Rich Stowell, with Doug Stewart & Jenny Furst

6. Committees Coordinator

I now ask the Board to be relieved of duties associated with Committees Coordinator. Most of the committees are self-sustaining as well as self-reporting at this point. Moreover, I ask to be relieved from the FTSC until the committee moves on to address upset recovery and other related training issues where my expertise can best be used. My expanding duties with the SAFE website, as the accidental Editor of eNews (until a real editor can be found), and with handling membership renewal notices are consuming all my available SAFE time. I recommend trying to go without a coordinator and instead rely on individual committees to communicate to the Board on an as-needed basis.

Respectfully,

Rich Stowell

Attachment #2:

WAI Scholarship Time Line Schedule 2011

April 1, Thursday	Email Scholarship Sponsor Solicitation letter with Coordinator Form (1 st notice).
April 15, Thursday	Mail follow up letter and form to Scholarship Sponsors that have not replied to email (2 nd notice).
April 30, Friday	Email follow up with Scholarship Sponsors that have not replied to previous notices (3 rd notice).
May 3, Monday	Deadline to receive all scholarship information to be published in the July/August issue of <i>Aviation for Women</i> magazine and on WAI Website.
Aug/Sept/Oct/Nov	Start processing applications as they come in (verify WAI membership and if application is complete).
November 15, Monday Scholarship Application deadline (Must be postmarked 11/15/10).	
December 6, Monday	Send applications to sponsors for selection of their winners.
January 21, Friday	Sponsor deadline for selection of winner and notifying WAI (must have presenters name and if winner is attending the conference).
January 31, Monday	Notify and confirm with sponsors when they will be presenting their award at the conference (attach event agenda and scholarship presentation order).
February 11, Friday	Final Conference Scholarship Presentation Schedule