

SAFE Telecon Agenda



I. Call to Order – Chair  
Wednesday, July 22, 2009  
8:00 PM Central Daylight Time

II. Roll Call (A quorum is 7 of 9)

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

III. Minutes of the July 8, 2009 telephone conference call were sent to all Board members. Motion to accept the minutes? Larry Second the motion? Arlynn. Minutes accepted by voice vote.

IV. Treasurer’s Report – Larry

- a. Telephone bank info says our balance as of 7/18 is \$19,439. The only outstanding check is probably to Radek for \$289 for his early website expenses. That leaves us about \$19,000 available.
- b. Brian Robbins reports that he had to go in for one more kidney stone removal procedure (I thought he was done) so he won't be able to do the latest membership database update until Monday, 7/19.
- c. I entered all of the SAFE transactions to date into Peachtree Accounting. I met with the accounting service, did some journal entries to state apparel sales and credit card expense correctly, and created the attached Income Statement reflecting operations through 6/30/2009. See end of agenda.
- d. Question: What financial information do we want to provide to the general membership at our dinner meeting in Oshkosh?

V. Motion to table all items except the AirVenture items. Moved by Mark and Second by Larry. Motion passed.

- a. Tent will be erected on Friday.
- b. Number for dinner is between 110 and 120.
- c. Dinner meeting set for Thursday evening.
- d. SAFE will have inexpensive coolers and bottled water available.
- e. SAFE will have refreshments for volunteers.
- f. Reports from finance and select board members will be brief and will be shown using overhead projector.
- g. Teacher’s Day. SAFE will provide a brief sheet that will have logo and an invitation to stop by our booth. Teacher’s Day is Tuesday. Mark will prepare something and will get it to John.

VI. Committee Reports. See complete report from Rich Stowell at the end of the agenda.

VII. Unfinished Business.

- a. Insurance – Doug. (Tabled)
- b. Contract for Master Instructor Program with Master Instructors LLC – Alan (Tabled)
- c. Oshkosh AirVenture plans – Mark/John. See item above.
- d. Teacher's Day – Tom.
  - i. Re: Teachers' Day. (See item above). I spoke with Lyn Freeman and explained we weren't sure when we would have materials and that we were a bit concerned that with EAA/NAFI participation we might not be welcome. He thinks they'll be stuffing the "bags" on Sunday before the show (although he won't arrive until sometime that day). He expects something on the order of 200 people. I told him I'd be in touch to see if we can arrange to get anything to the teachers.
  - ii. Re: website. I wonder if we want to include Michael Baum's Code of Conduct or a link? We can also include events of general interest to members (NBAA, WAI, Sun-n-Fun, etc.)
- e. Trademark application – Doug. (Tabled)
- f. By-laws - Mark Adams. (Tabled)
- g. AOPA Aviation Summit. (Tabled)
- h. Social Networking. (Tabled)

VIII. New Business

- a. SAFE Board of Directors and NAFI participation – a discussion.
- b. SAFE Founders Award – Resolution is at end of agenda.  
Motion to accept – Larry. Arlynn second. Motion passed.
- c. Larry moved that Rich Stowell receive the first SAFE Founders Award. John seconded.  
Motion passed.
- d. SAFE Recognition Award Radek – Resolution is at end of agenda.  
Arlynn moved. Tom seconded. Motion passed.

IX. Next meeting Thursday August 13, 2009.

X. Adjournment - Meeting adjourned at 2110 hours.

**Additional items of interest:**

**1. Board Contacts:**

Tom Benenson Email: <a href="mailto:TBenenson@aol.com">TBenenson@aol.com</a> Term: 2 years	Larry Bothe SAFE Treasurer Email: <a href="mailto:lbothe@comcast.net">lbothe@comcast.net</a> Term: 1 year	Doug Stewart SAFE Chair Email: <a href="mailto:Doug@DSFlight.com">Doug@DSFlight.com</a> Website: <a href="http://www.dsflight.com">www.dsflight.com</a> Term: 3 years
Alan Davis Email: <a href="mailto:ADavis@IASAir.com">ADavis@IASAir.com</a> Term: 3 years	John Dorcey Email: <a href="mailto:wipilot@new.rr.com">wipilot@new.rr.com</a> Term: 2 years	Mark Adams SAFE Vice Chair Email: <a href="mailto:adamsmark@earthlink.net">adamsmark@earthlink.net</a> Term: 1 year
Arlynn McMahon Email: <a href="mailto:arlynn@aerotech.net">arlynn@aerotech.net</a> Term: 3 years	Donna Wilt Email: <a href="mailto:dfwilt@aol.com">dfwilt@aol.com</a> Term: 2 years	Pat Knight SAFE Secretary Email: <a href="mailto:pknight@earthlink.net">pknight@earthlink.net</a> Term: 1 year

SAFE Board Mailing list: [TBenenson@aol.com](mailto:TBenenson@aol.com); [lbothe@comcast.net](mailto:lbothe@comcast.net); [Doug@DSFlight.com](mailto:Doug@DSFlight.com) ;  
[ADavis@IASAir.com](mailto:ADavis@IASAir.com); [WIPilot@new.rr.com](mailto:WIPilot@new.rr.com); [adamsmark@earthlink.net](mailto:adamsmark@earthlink.net); [arlynn@aerotech.net](mailto:arlynn@aerotech.net);  
[dfwilt@aol.com](mailto:dfwilt@aol.com); [pknight@earthlink.net](mailto:pknight@earthlink.net)

Society of Aviation & Flight Educators  
Income Statement  
For the Six Months Ending June 30, 2009

	Current Month		Year to Date	
<b>Revenues</b>				
Membership-Sales	\$ 2,507.50	96.48	\$ 32,254.58	97.74
Apparel-Sales	36.95	1.42	689.58	2.09
Donations Received	54.64	2.10	54.64	0.17
<b>Total Revenues</b>	<u>2,599.09</u>	<u>100.00</u>	<u>32,998.80</u>	<u>100.00</u>
<b>Cost of Sales</b>				
Total Cost of Sales	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Gross Profit</b>	<u>2,599.09</u>	<u>100.00</u>	<u>32,998.80</u>	<u>100.00</u>
<b>Expenses</b>				
Professional Fees-Legal Fees	675.00	25.97	1,145.00	3.47
Sales Tax Expense	0.00	0.00	45.68	0.14
Trade Show Space Rental	0.00	0.00	4,723.75	14.31
Office Supplies Expense	347.11	13.36	522.16	1.58
Apparel	318.02	12.24	3,209.06	9.72
Bank Charges	0.00	0.00	90.78	0.28
Meals & Entertainment	5.00	0.19	710.60	2.15
Printing	0.00	0.00	519.75	1.58
Banners/Signs	0.00	0.00	189.00	0.57
Donations To Others	500.00	19.24	500.00	1.52
Freight Expense	292.37	11.25	292.37	0.89
Postage	231.41	8.90	282.51	0.86
Insurance Expense	0.00	0.00	1,500.00	4.55
Credit Card Fees	117.76	4.53	922.09	2.79
CC Setup	0.00	0.00	150.00	0.45
<b>Total Expenses</b>	<u>2,486.67</u>	<u>95.67</u>	<u>14,802.75</u>	<u>44.86</u>
<b>Net Income</b>	<u>\$ 112.42</u>	<u>4.33</u>	<u>\$ 18,196.05</u>	<u>55.14</u>



-----SAFE Committees Report, 22 July 2009-----

Submitted by Rich Stowell, Committee Coordinator.

Given the intense effort to update the SAFE website over the last two weeks, and the crucial role many agree that the website must play in growing and retaining membership, this update focuses exclusively on website issues. Moreover, given the necessary close coordination between several committees regarding website direction and content, this report was submitted simultaneously to the entire Board of Directors as well as Julie Hubner & Michael Phillips (Membership Growth), Mike Coligny (Branding & Marketing), Brian Robbins (Membership Database), and Ken Wittekiend (Communications).

**Phase I -- Extensive Website Updating for AirVenture**

- Duties transferred to hired Webmaster: 08 July 2008
- Budgeted: \$1,500
- Cost to date: approximately \$800
- Phase I Status: **Completed**

**Phase II -- Evaluation of Current Website Platform**

- Currently using Microsoft Office Live Small Business (<http://smallbusiness.officelive.com/>)
  - Pros:
    - Easy to use
    - Includes built-in modules to create elements such as calendars & sign-up forms
    - Free, no monthly website hosting costs
  - Cons:
    - Domain name "safepilots.org" secured through Microsoft Office Live
    - May be difficult to transfer domain name elsewhere
    - Unable to upload files using FTP; can only upload one page/image at a time
    - Cannot create directories
    - No longer able to create members-only areas, blogs, or online stores on this platform (using "safepilots.org")
    - Lack of complete control over html web design; limited to Office Live buttons & themes
    - Not easily portable from Office Live

- Workarounds in order to continue to stay with Office Live, yet increase functionality:
  - Redirect traffic from "safepilots.org" to special member services areas
    - Option 1: Create a folder at [virtualaccountingservices.com](http://virtualaccountingservices.com) (e.g., virtualaccountingservices.com/safepilots) or elsewhere that houses everything we cannot do through Office Live.
    - Option 2: Create another domain to be hosted elsewhere, along the lines of "safepilotshub.org" or similar, that houses everything we cannot do through Office Live
  - Redirect Pros:
    - Can continue using Office Live "as is" for the time being
    - Can proceed now with creating critical member service areas
  - Redirect Cons:
    - Must create an appropriate interface that gives members/users great confidence that they are still dealing within SAFE, Inc. and its website through the redirect
    - Website is split between two platforms and two servers
    - Hosting fees apply, as does additional domain name fee
- Move current website completely out of Office Live environment:
  - Pros:
    - Consolidates entire site onto one server, one platform
    - Complete control over site design/layout
    - Easier uploading using FTP
    - Once redesigned, the site is portable
  - Cons:
    - Lack of easy portability of Office Live will make redoing/relocating time consuming and expensive (**min. \$1,000-1,500 of design time**)
- Recommendations:
  - Short term -- implement one of the workaround strategies while still using Office Live
  - Long term -- begin the process of redoing and moving from Office Live
- Phase III Status: **Need additional input/direction from SAFE Board & Committees**

### **Phase III -- Special Member Areas**

Bear in mind that Office Live cannot accommodate most of these areas:

- **Members Only Section:** Jenny's recommendation is to create a blog with Wordpress on the host server. This will become SAFE's new News section and will automatically archive everything in categories, thus keeping us better organized. Purchase WP-Wishlist membership software (<http://member.wishlistproducts.com/>). This is membership site software that interfaces with Wordpress for a one-time fee per domain of \$97.00 (single license). SAFE can create as many different membership levels as it wants with this software, and each membership level can have different privileges to certain areas of the website. We can create all the extra pages about Benefits, etc. that SAFE wants and assign those pages to the membership levels that we create. This system can also act as our source for joining and renewing memberships. We can also give members certain privileges to post news and other items on the blog.
  - Costs for Members Only area:
 

▪ Wordpress Software:	Free
▪ WP-Wishlist Membership Software:	\$97.00

- Install/Set-up/Tweak Wordpress: \$200.00
    - Install/Set-up/Tweak Members Only Software: \$450.00
    - Total Set-up of Members Only Section with Blog: **\$747.00**
  - This provides a functioning Members Only area & blog, but with the software's default themes. To customize this to more closely match SAFE's website themes:
    - 5-10 hrs @ \$45/hr: **\$225-450**
  - To make the site secure with security certificate: **\$150 per year**
- **Online Store:**
  - Option 1: Paypal-only store. Can have as many items as you want and check out through Paypal. Requires each item for sale to be set up at Paypal and the corresponding code then dropped into SAFE's website.
    - Cost -- depends on the number of store items
      - One hour or less per store item @ \$45/hr
  - Option 2: Miva Merchant Online Storefront. See <http://www.richstowell.com/mm5/SFNT.html> for a basic store; see <http://www.beadsontheinternet.com> for a more advanced store (one of Jenny's side businesses) that uses many more of the options modules. Options modules can be purchased to allow a store to do more things, for example: accept gift certificates, provide order status to customers, sales items with discounts, buy two get one free, pay with Paypal, pay with Google Checkout, various shipping options, etc.
    - Cost -- ultimately depends on the number of options modules used
      - Miva Merchant 5.5 Setup & Design: **\$1,000.00**
      - Shopping Cart Hosting: **\$37.50 per month**  
(in addition to a website's normal hosting fee)
      - Options Modules: **\$19.95 and up, each**
  - Regardless of the store option chosen, SAFE must coordinate the ability of its existing credit card merchant account to work with the store (**see Larry Bothe**)
- **Members Listing/Map Linking:** Jenny has a handle on what's required here, but needs to coordinate further with volunteer Mariellen Couppee on the details. It's really about finding out more about how/what we are doing with the map and whether it should be hosted on Office Live (if it even can be) or somewhere else (e.g., Jenny's server).
  - Cost: **\$35/hr** for whatever is needed
- **Library/Wiki's:** Details pending, to be coordinated with volunteer Bruce Williams.
  - Cost: **\$35/hr** for whatever is needed
- Phase III Status: **Need additional input/direction from SAFE Board & Committees**

#### **Phase IV -- Continued Website Updating**

- Phase IV Status: **Ongoing as needed/as directed, \$35/hr**



#### BOARD RESOLUTION APPROVING THE "SAFE FOUNDERS AWARD"

WHEREAS, it is desirable and in the best interests of this organization that the following actions be taken by the Directors of this organization pursuant to this Resolution, and

WHEREAS, it is deemed by the Directors of this organization to be in keeping with the intent of this organization's by-laws, and

WHEREAS, the time table pursuant to selecting awards nominees is for the Directors benefit only for their consideration, and

WHEREAS the Directors agree that said time table is hereby waived in support of establishing this award and its initial nominee;

NOW, THEREFORE, BE IT RESOLVED that, pursuant to the applicable section of the organization's by-laws, the undersigned, being all of the Directors of this organization, hereby consent to, approve, and adopt the following:

#### APPROVAL OF THE "SAFE FOUNDERS AWARD"

RESOLVED, that the Board of Directors hereby establishes the SAFE FOUNDERS AWARD to be awarded annually at the membership meeting.

RESOLVED FURTHER that this award is given, to a member(s) in good standing, in recognition of selfless service and support of this organization's Mission, Vision, and in keeping with its Code of Ethics.

RESOLVED, that the officers of this corporation are, and each acting alone is, hereby authorized to do and perform any and all such acts, including execution of any and all documents and certificates, as such officers shall deem necessary or advisable, to carry out the purposes and intent of the foregoing resolutions.

RESOLVED FURTHER, that any actions taken by such officers prior to the date of the foregoing resolutions adopted hereby that are within the authority conferred thereby are hereby ratified, confirmed and approved as the acts and deeds of this corporation.



Date: \_\_\_\_\_

Chairman: \_\_\_\_\_

Vice Chairman: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Director: \_\_\_\_\_

Director: \_\_\_\_\_

Director \_\_\_\_\_

Director \_\_\_\_\_

Director \_\_\_\_\_



BOARD RESOLUTION RECOGNIZING MR. RADEK WYRZYKOWSKI'S SERVICE TO SAFE

WHEREAS, it is desirable and in the best interests of this organization that the following actions be taken by the Directors of this organization pursuant to this Resolution, and

WHEREAS, it is deemed by the Directors of this organization to be in keeping with the intent of this organization's by-laws, and

WHEREAS, Mr. Radek Wyrzykowski did design, develop, and maintain the website of the Society of Aviation and Flight Educators, and

WHEREAS, this website has been an integral part of establishing, promoting, and enabling the Mission of SAFE;

NOW, THEREFORE, BE IT RESOLVED that, pursuant to the applicable section of the organization's by-laws, the undersigned, being all of the Directors of this organization, hereby consent to, approve, and adopt the following:

SPECIAL RECOGNITION OF MR. RADEK WYRZYKOWSKI'S SERVICE T TO SAFE

RESOLVED FURTHER that this recognition is given to Mr. Radek Wyrzykowski for his outstanding contribution and service in developing, implementing, and maintaining the SAFE website.

RESOLVED, that the officers of this corporation are, and each acting alone is, hereby authorized to do and perform any and all such acts, including execution of any and all documents and certificates, as such officers shall deem necessary or advisable, to carry out the purposes and intent of the foregoing resolutions.

RESOLVED FURTHER, that any actions taken by such officers prior to the date of the foregoing resolutions adopted hereby that are within the authority conferred thereby are hereby ratified, confirmed and approved as the acts and deeds of this corporation.

Date: \_\_\_\_\_

Chairman: \_\_\_\_\_

Vice Chairman: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Director: \_\_\_\_\_

Director: \_\_\_\_\_

Director \_\_\_\_\_

Director \_\_\_\_\_

Director \_\_\_\_\_