

SAFE Telecon Minutes



I. Call to Order – Chair
Thursday May 28, 2009
Start time: 8:00 PM CDT

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

Doug Stewart, Chair
Mark Adams, Vice Chair
Pat Knight, Secretary
Larry Bothe, Treasurer
Donna Wilt

Tom Benenson
John Dorcey
Alan Davis
Arlynn McMahon

III. Minutes
Minutes of the May 14, 2009 telephone conference call were sent to all Board members. Motion to accept the minutes? Mark; Second the motion? Larry
Minutes are accepted via voice vote.

IV. Treasurer's Report – Larry
Tom moved to accept the treasurer's report as included below; second Alan. Report accepted via voice report.

Our current balance, as of 5/24, is \$18,333. The \$3056 charge for space at OSH hasn't hit yet. All bills are paid (none since last report). Still no word from Radek on website costs. Oshkosh: We did not get any of the spaces we asked for. We ended up with Main Aircraft Display space #60. It is located in the NE corner of the triangle formed by Knapp St., Waukau Ave. and the new NE-SW diagonal street. I don't know if it is good or bad; it is just off Waukau Ave. with direct line-of-sight to the street. There is food nearby. Hope for port-a-potties.

This evening (Sunday) I finally provided Donna with all the information I have that will help her with preparing a budget. This will be a big help to me because it pretty well identifies the names of the accounts I will have to set up in the accounting software (when I get around to buying it).

Ken Wittekiend joined as a Platinum charter member today. That \$1000 has not made it into our account yet.

Since the year is nearly 1/2 gone I'm going to ask our accounting-service-to-be to do the rest of this year for \$500, and we'll pay the full \$1000 for next year. I don't know if that will fly or not, but I'll try. I'll argue that they didn't have to do a tax return this year.

- V. Committee Reports - Submitted by Rich Stowell, Committee Coordinator. Names are listed alphabetically and represent the prime movers in each committee.

Affiliation/Sponsorship

JoAnn Hill, John Mahany, Doug Stewart

JoAnn Hill has volunteered to serve on this committee, bringing with her the numerous sponsor relationships she has cultivated in the industry over the years.

Branding & Marketing

Mike Coligny, Dorothy Schick

Mike and Dorothy have been discussing B&M ideas and strategies. Mike also provided valuable feedback on the "Growing Membership" document distributed via e-mail on May 19, 2009, adding the following: "For branding and marketing we need much of what is identified in the growing membership document formalized and in writing. With that information we can develop a marketing strategy and plan. Strategy is already loosely defined in the document but needs to be formalized. One of the B&M tasks to be accomplished."

Mike offers the following for the Board's consideration: "Board members have signed on to SAFE because of their passion for aviation. Each board member has a unique perspective about aviation. *If each board member spent about 20 minutes bulletizing why they are so heavily involved and what they hope to accomplish and send those thoughts to me, I could come up with additional ideas for branding & marketing* (I can do that in a vacuum but it would be better to get a broad spectrum of ideas). I know we say 'Accountability, transparency, fairness, professionalism' on the website, but we need to be more direct and pragmatic in our mission and other formal statements."

Short-Term Marketing Ideas

1. Free press is a method of marketing/branding. Mike Coligny is going to put an article together on SAFE and get it published somewhere. Tom Benenson, Mike Coligny, Susan Parson, Rich Stowell, Doug Stewart, Ken Wittekiend, and Michael Maya Charles are just a few examples of the active authors we have within SAFE. We need to generate articles on SAFE and get them published in every journal we can. That is how we can brand initially. Moreover, authors should be encouraged to include references to SAFE in the bylines that often follow their magazine articles.
2. Consider a "Meet Our Members" page on the website where SAFE members are asked to provide either a short bio (e.g., restricted to 150 words and two photos), or answers to a bank of six or ten interview-style questions that we develop. As long as participants adhere to the required format, something like this should be easy to upload and updated on a regular basis. This is similar to what a number of magazines do at the back of their monthly publications.
3. Consider a page on the website that lists, point-by-point, all of the benefits/programs that are available to SAFE members (including the \$20 discount currently offered by

Master Instructors LLC when applying for the Master designation). Also include lists of all of SAFE Partners and all of the areas in which SAFE is involved, or in which SAFE represents its members and the aviation education system (e.g., FAASTeam Letter of Understanding, Master Instructors, seats at various industry conferences, roundtables, working groups, etc.). Let others know that the organization is playing an active part in improving our industry.

Communications

Ken Wittekiend, Rich Stowell

Finance

Larry Bothe, Arlynn McMahon

Larry provided feedback on the "Growing Membership" document.

Governance

Mark Adams

Membership

Application Processing -- Larry Bothe

Database Management -- Brian Robbins

Growth/Retention -- Julie Hubner, Michael Phillips

ID Cards/Welcome Letters -- Dave Kalwishky

Julie Hubner and Michael Phillips jointly developed the "Growing Membership" document, which was distributed for feedback to others via e-mail on May 19, 2009. Some comments have been received and forwarded on to Julie and Michael already; however, they are awaiting direction and input from the SAFE Board before proceeding further.

Immediate Growth Ideas

A key concept regarding membership is that of "low-hanging fruit," i.e., drawing in those who are the closest to us at the moment. No doubt we've already reached all those who had been intimately familiar with the situation that led to SAFE. There are others who have remained informed, but who have not yet made the leap. Furthermore, each and every SAFE member has access to other aviation educators within their own spheres of influence. In the very short term at least, perhaps we should begin a membership drive that uses our own members as recruiters. Maybe even set a goal and offer some sort of reward to those who sign-up the greatest number of new members. But to be effective, we need to have a number of tangible benefits in place.

Professional Standards

"Internal" -- Dave McVinnie

"External" -- Bob Wright (tentative, pending additional dialogue w/ Bob), Michael Baum

It seems that Professional Standards should have an internal and an external focus.

"Internal" means the development of standards by which SAFE governs itself, and to which

SAFE members aspire. "External" on the other hand means standards that SAFE promotes as an organization to the betterment of aviation education specifically, and the aviation industry generally. The external branch includes SAFE's influence as an agent for change in training and practical test standards as well as the quality of government educational materials. Besides improving safety and the state of our industry, these could be important additional selling points for potential members as well.

It may very well be that Professional Standards isn't the most appropriate name for the "external" branch. In light of the profile within the industry this group may have, further consideration must be given to its name. In the mean time, dialogue is continuing with Bob Wright on how to evolve his original "Flight Instruction White Paper" dated February 2009 into a series of SAFE position papers for official publication.

Website/Online Resources

Mariellen Couppee, Radek Wyrzykowski

Radek will be on a much-deserved two-week vacation starting on June 7th.

Steve Lasday (former Safety Team Leader with ERAU) and Paul Ransbury (APS Emergency Maneuver Training) are willing to make many of their safety materials available to the SAFE Library.

It has been suggested that we set up an editorial board to handle submissions to the SAFE Library. This would have several benefits: first, SAFE would have control over the quality of information that ultimately appears in the Library; second, submissions would be required to follow a specified format to be considered in the first place; third, Radek's workload would be reduced to merely uploading the approved links/files to the Library.

ADDED during telecon: Board decided that the expense of the website should come over to SAFE. Doug and Rich and Radek and Mariellen to work out details of hosting the website and details of moving things to the website.

ADDED during telecon: Board directed Rich to get an email out to the members welcoming them to the organization.

----- *SAFE Partners as of 28 May 2009*-----

FAASTeam -- FAA

Insurance -- Ryan Birr, Northwest Insurance Group, Inc.

Master Instructor Program -- Sandy & JoAnn Hill, Master Instructors LLC

Rich Stowell left the meeting at 854 PM.

VI. Unfinished Business (Business left over from previous meetings.)

a. Executive Summary of TBO-NAFI –Alan & Mark. Mark moved that the summary be accepted; Arlynn seconded; passed by voice vote.

b. Insurance – Doug

Ryan seeks input for text for his brochure. Thoughts?

From Ryan on May 28, 2009:

I wasn't asking you to approve the plan. There is no chicken and egg thing going on here, you gave me thumbs up to move forward with a good program and presentable product. I am doing it all at one time, the layout of the brochure came up first needing a decision on. The program coverage components are in progress and will be provided to you shortly.

All of the text on the draft is just placeholder information for design ONLY. I am asking for

- 1) the board's comments on the general design and look of the brochure
- 2) assistance from the Board on what they want it so say regarding SAFE, I can't write that for you.

Once you have approved the "look" and layout, then we'll take the space and start adding in the insurance stuff from STARR and the Payment Plan from PFS.

The answer is YES to all your questions below, if that is what you want. I have asked that you provide a list of things that you want in the plan, which is what SAFE wants to offer to its members, but SAFE has never provided that list to me. I am not the one to determine what makes it better than the NAFI Plan for your members, you folks are. This is your product, we are just the provider.

If you want an exactly look alike to the NAFI plan, we can do that. SAFE members don't have access to the NAFI plan if they defect, so that can be your strategy if you chose. We can take out a bunch of coverages and strip the premiums down, if you want the lowest possible cost plan.

In the mean time, please get a yes or no vote simply on the look and layout. I can't do anything more until I get that from you.

Per Doug he will OK the layout of the brochure, and he will send the list to Ryan.

c. Mission Statement – John

The most recent mission statement includes all the comments from the SAFE Board. Discussion continued about the wording about providing accreditation. Arlynn move; Larry second; Voice vote – mission statement is accepted.

Mission Statement - The Society of Aviation and Flight Educators (SAFE) seeks to create a safer aviation environment through enhanced education. SAFE provides aviation educators with mentoring, support, and professional accreditation. By providing quality educational materials and other resources, we seek a reduction in aviation accidents, increased professionalism among aviation educators, and lifelong learning by everyone involved in aviation.

Tom moved to accept the vision statement; Donna seconded the motion; Motion passed via voice vote.

Vision Statement

SAFE is a member-centric, professional organization for aviation educators. SAFE facilitates the professional development of aviation educators; it seeks improved learning materials for all aviation students, and a safer aviation environment.

- d. Contract for Master Instructor Program with Master Instructors LLC – Doug Hills have agreed to draft the initial contract. Doug – nothing new to report. In other “news” they are considering creating a “Master Aviation Educator” similar in content and purpose as the MCFI, however designed for those educators who might not be certificated instructors. No action.
- e. Platinum charter member plaques – Doug Clarified the logo and the type of wood; Hills will get this info to plaque guy.
- f. Mentoring effort/”hook-up” area – is part of other efforts.
- g. Oshkosh AirVenture plans – John Doug – We need someone to take on the responsibility of organizing a “social” event for SAFE members. Also, do we want to consider having the annual board and member meetings concurrent with AV? If so we need to set dates and times, and secure a facility. Yes we want to do both. Mark will help out and John will help Mark. Our space is 40 by 40.
- h. FAAST efforts on CFI/DPE presentations. Doug, nothing to report. Arlynn reported an effort with FAAST where she is doing module 5 and is identified as SAFE.
- i. SAFE Code of Ethics – Arlynn; tabled.
- j. "Calling all CFIs" forwarded by the Hills. – tabled to next meeting
- k. Develop a budget – Donna sent out a preliminary budget. She asked that anyone knowing of any upcoming expenses, email that information to her.

- l. Armand Vilches – Doug. Much discussion occurred. Doug will talk to Armand for more details and the answers to some questions.
 - m. Flying Tips – Tom. More information to come.
- VII. New Business
- a. Mini-Master Instructor Program – Arlynn (See Arlynn’s email text at end of agenda) – tabled until next meeting.
 - b. You’re Invited to Teacher’s Day (See email at end of agenda). SAFE wants to participate. We can add a brochure to the “bag” that is given to the high school teachers. We could add a sheet with resources for the teachers.
- VIII. Additional actions. Next meeting Wednesday June 17, 2009
- IX. Adjournment - Meeting adjourned at 10:00 CDT

Additional items of interest:

1. Board Contacts:

| | | |
|---|---|--|
| <p>Tom Benenson 30 Taggart Road PO Box 76 Columbiaville, NY 12050 Office phone: 518-822-9540 House phone: 518-828-9887 Fax: 518-822-9615 Cell: 518-929-2249 Email: TBenenson@aol.com Term: 2 years</p> | <p>Larry Bothe SAFE Treasurer 1082 Governor's Lane Seymour, IN 47274-1135 Home-office: 812-524-9440 Cell: 812-521-7400 Fax: 812-524-9445 Other number (use only in case of desperation) wife's cell 812-521-7401. Email: lbothe@comcast.net Term: 1 year</p> | <p>Doug Stewart SAFE Chair 877-FLY-DSFI (877-359-3734) (413-281-6788 - cell) Email: Doug@DSFlight.com Website: www.dsflight.com Term: 3 years</p> |
| <p>Alan Davis PO Box 564 Eastlake, CO 80614-0564 303-450-4258 (home) 303-521-3127 (cell) 303-376-6925 (work – best daytime number) Email: ADavis@IASAir.com Term: 3 years</p> | <p>John Dorcey 3980 Sharratt Drive Oshkosh WI 54901-1276 920-385-1483 (home) 608-513-9840 (cell) 920-420-4984 (work cell) Email: wipilot@new.rr.com Term: 2 years</p> | <p>Mark Adams SAFE Vice Chair 5445 La Estancia Circle El Paso, TX. 79932-2011 915-833-3187 (H) 915-526-6337 (C) Best Number adamsmark@earthlink.net Term: 1 year</p> |
| <p>Arlynn McMahon c/o Aero-Tech, Inc. 4330 Hangar Drive Lexington, KY 40510 Voice: 859-254-8906 800-9-CESSNA Fax: 859-255-3250 Email: arlynn@aerotech.net Term: 3 years</p> | <p>Donna Wilt Local Address: 5500 Swan Rd. Williamsburg, VA 23188 Work Address: Department of Aviation, Hampton University, Hampton, VA 23668 Work Phone: 757-727-5418 Cell Phone: 757-561-1639 Work: donna.wilt@hamptonu.edu Personal: dfwilt@aol.com Term: 2 years</p> | <p>Pat Knight SAFE Secretary 9S370 Skylane Drive Naperville, Il 60564 Cell 630-886-3978 Email: pknight@earthlink.net Term: 1 year</p> |

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

2. Arlynn Email on Mini-master Instructor Program

I request an item added to the agenda for the upcoming SAFE BofD meeting. I would like to form a Special Committee (if that is what's needed). For lack of a better title right now, I'll call this the Mini-Master Instructor Program.

To be eligible to be a MCFI, one must be a CFI for at least 2 years. The industry is ready for a program to encourage professional development of newly certificated flight and ground instructors. I was not clear after reading the SAFE By-Laws if such a program would fall under the Master Instructor Program Committee or if a new special committee is needed. (Below)

My goal is to formulate a vision, a plan and a process for accrediting new CFIs. I think this is consistent with the SAFE mission. I'd like SAFE to be involved – either as a consultant in implementing the new program, or in administering the new program, or both. I personally am willing to take-on whatever tasks and challenges are necessary that SAFE BoD and/or Members cannot.

I have been in communication with Sandy and Joann Hill. They are not able to take on additional tasks at the moment with everything else going on in their lives. To me, this means that we cannot currently “contract” for their services for a Mini-MCFI in the same way that we have for the MCFI. They are willing to consult with us.

I have obtained the notes and minutes from another CFI organization committee, who a year ago, began then dropped the project. In short, I have already done a lot of work to have a fundamental structure for the committee and the final product. I am prepared to contact the original committee members (many are members of SAFE) after Board approval.

Let me know your thoughts and what you'd like to have available to review before the BofD meeting. Should I formulate a motion for the Board to approve which would allow me to move forward with this on behalf of SAFE? Should I prepare a vision, mission and agenda for the committee for the Board to approve? I'm not sure how our system works to accomplish this.

Arlynn

Section 13.06 –Master Instructor Program

The Master Instructor Program (MIP) is a peer-reviewed professional development and accreditation program for flight and ground instructors. To maintain the impartiality of this program, the Board shall establish an independent review body to administer the MIP. Administration of the MIP shall be detailed in a Board-approved MIP Policies and Procedures Manual and shall function independently from the Board.

ARTICLE 14

Special Committees

Section 14.01 - Special Committees

The Board may create any special or ad hoc committee, which may be composed of members of the Board, other members of SAFE, or any other persons. Such committees shall have a specific charge and shall report progress to the Board or its designee. The Board shall establish the membership and tenure of such special committees.

3. SAFE's History (A brief summary)

In the beginning there was one organization, aimed principally at the Flight Instructor Community – the National Association of Flight Instructors (NAFI). While not everyone was totally happy with the organization and activities of the organization, it did fill an initial need for a place around which instructors could coalesce. One of the major things done through the organization – by two of the then board members – was the development of the Master Instructor program, a program to recognize flight instructors who, through documentation of activities in several areas, showed themselves to be “a cut above”.

In the fall of 2008, a governance issue arose within the organization. Governance was not done by or through the members, but by the “charter” members of the Board, who were neither elected by the membership of the organization nor responsive to it. It was precipitated by the proposal of the Board to “not re-elect” the two Board members that had developed the Master Instructor program. When this information became known by some of the membership, a request was made for the Board to not take that action, and also for the Board to change the method in which the Board was elected to a membership driven system. While the Board did not, at that time, take the action to “remove” the two Board members, it also did not respond to the request for consideration of changing the election process.

Concurrent with the issues noted above, a number of the organization members formed a group to coordinate the activities in relation to the electoral process called TBO-NAFI. The naming was especially appropriate. The TBO actually had a dual meaning. The first was “Take Back OUR NAFI” signifying the request that membership input be the source of action by the organization. TBO in aviation also refers to “Time Between Overhaul”, which was, in fact, what the group was suggesting should be done with the governance process to make it more member responsive (the operative phrase being member-centric).

The TBO group both grew in size and tried to work within the system of the organization to effect the change. In addition, it consulted with the “affiliated” organization (EAA) in an effort to find ways to bring about the change and also to head off the damage that was perceived to be the result of the removal of the two Board members and bringing the process of Master Instructor certification within the organization itself. While it had been started by the noted Board members, it had effectively functioned at an “arms length” from the Board and the organization, which is an important distinction when making professional certification decisions. Representatives of EAA asked the TBO group to work with them, to which the group agreed, and also to not take any specific actions until a future date, to which the TBO group also agreed. The effort was, in the beginning, to resolve all the issues internally and within the framework of the organization with the help of the affiliate (EAA).

It became clear, however, at the beginning of 2009 that the organization’s Board was not going to be responsive in any way to the governance considerations raised by the TBO group. So, the group began the internal organizational processes to form another organization, if needed when the agreed date was reached and if no resolution had been achieved. That was, in fact, the case when the date requested by EAA arrived. And, in fact, a subsequent “continued” meeting of the

Board was held by teleconference (the original meeting had not been concluded, but rather continued), at which time the two Board members in question were removed by not being re-elected to their positions.

In response, the TBO group had formed an “interim working group”, referred to as the IWG, with six members to work on the issues for formally starting a new organization. Interim committees were formed along functional lines to assist in the process. The net result was that in a very short period of time the new organization was formed. By vote of the members, the name for the new organization was chosen as the “Society of Aviation and Flight Educators” (SAFE), an inclusive name for all aviation instructors, and the organization was incorporated. Following the incorporation, nominations were solicited for those interested in serving on the first Board of Directors. The Nominating Committee reviewed the many nominations and submitted information and selected 18 final nominees for the Board, from which the first Board of 9 members would be elected.

An online election process, supervised by the Nominating Committee was held, and 9 members of the first Board of Directors were elected – essentially to begin taking control of SAFE from that point forward. It was agreed that there would be a transitional period of several meetings between the Board and the IWG, to insure continuity, at which time the IWG would be dissolved. The transition was completed on May 14, 2009, with the IWG voting itself to be dissolved.

As a point of reference, the two former Board members of the initial organization subsequently formed a certification company – Master Instructors, L.L.C. – securing authorization through a two-year Letter of Authorization (LOA) from the FAA for the Master Instructor certification to also be used as a method of CFI certificate renewal. SAFE initiated a working relationship with Master Instructors, L.L.C., making the certification process available to SAFE members while still keeping the process at the important arms length relationship.

SAFE also established formal connections with the FAA Safety Team (FAASafetyTeam – faasafety.gov) by Letter of Understanding (LOU) for the joint promotion of each other’s goals for aviation education and safety.

Details beyond this point in time (May 2009) can be found in the current information on the SAFE website. Greater detail of the processes that took place prior to that time can be found in the Archive section.

4. Membership/recruiting



Overview

Michael Phillips and Julie Huber have volunteered to take on the task of formulating the plan and acting as the facilitators for the recruitment and retention program of members for the SAFE organization.

The following outlines the top level considerations for the development of an effective membership recruitment and retention program for SAFE. Julie will concentrate her energies on developing the tasks associated with the implementation of this effort.

We see our accountability and responsibility as the individuals who will guide this effort forward. We will not be solely responsible for the day-to-day recruitment of members to our organization; this responsibility will fall to all the members of SAFE.

An effective recruitment and retention program involves a number of the committees and the Board of Directors. It will be necessary for these entities to complete the vision and mission statements, allocate resources and make other decisions that have a direct bearing on outreach to new members. We will be identifying where input from other committees is needed to support the membership committee goals.

As an all volunteer organization we must realistically calibrate our expectations and timelines. Also as an all volunteer organization we must evaluate where it is most expedient to hire critical skills to make sure that we do not meet our vision for the organization.

Objectives for the Recruitment and Retention Program

The recruitment and retention program is being launched to define and coordinate the programs and tools required to recruit and retain members.

Membership Coordinator(s)

The membership coordinator(s) are responsible for developing and coordinating the implementation of programs and the associated outreach media and collateral required for building and retaining a solid membership base. Responsibilities include interacting with the various committees that have a direct impact on these programs and with the Board of Directors. It is recommended that the Board appoint one member to act as our liaison with our governing body.

What is Required before Launching a Full Blown Membership Campaign

1. Mission and Vision Statements
2. Budget for Membership Development

3. Data that provides us with a realistic measurement of potential members and guidance from the Board as to recruitment goals for the next 18-24 months
4. Tangible Membership Benefits (Insurance, Discounts, etc.)
5. Clear up all confusion surrounding the Master Instructor Certification. Establish a page on the web site that speaks to the aviation community, as a whole and CFI's as a group, specifically regarding the meaning and value of the Master Instructor certification.
6. Re-energize the committees that will be critical to the process of developing the programs and collateral materials necessary to spread the "gospel" of SAFE
7. Commitment from the leaders of the organization that the website will be the focal point of our recruitment effort and will serve as the toolbox for our members as they reach out to recruit new members.
8. Section of the website must be completed to provide inquiring potential members with specific membership information, ability to become a member (already exists) and to serve as a resource for members to download recruiting brochures and other pertinent information.

Membership Campaign

Recruiting new members is envisioned as a multi-step process. The following are presented as the strategy for the process. The various tasks associated with the process developed by Julie Hubner and are presented in the Appendix to this document.

1. Based on potential member metrics developed from various sources, Board direction and available resources define campaign objectives and timeline.
2. The initial supporters of the SAFE initiative represent the "low hanging fruit" and should be the focus of our initial efforts. We can approach this group, while we are developing the collateral material and finalizing benefits and industry relationships, before we begin the "big push" for members.
3. This core group of members represents the heart and soul of our recruiting effort. We will ask each to recruit new members within their "sphere of influence". The details of this effort will follow.
4. During this campaign we must provide individuals with information on the Master Instructor program. This information can be used to encourage not only their membership in SAFE, but also to help them gain MCFI accreditation and the ongoing personal and professional development that it encourages and supports.
5. Realistically it will take 18-24 months to build our membership base to a level that can sustain and financially support the goals of the organization (assuming that much of our

work is from volunteer members). Therefore, it is important that we have a membership retention program in place before next April.

6. Underscoring all of our recruitment efforts will be our attendance at industry gatherings such as SNF, Oshkosh, AOPA and targeted forums and seminars where our potential members will be in attendance. This will require a coordinator and a budget if it is to be successful.

Participation of Other Committees

As an all volunteer organization it will be a challenge to achieve what needs to be accomplished without the help of other committees within SAFE. Most notably we will need to work very closely with:

1. Board of Directors liaison relative to matters of budget and finance
2. Branding and Marketing relative to the development of collateral material
3. Radek Wyrzykowski or designated individual for website development and content
4. Apparel and Good Stuff Committee
5. Communications Committee
6. Sponsorship Committee



Appendix to Membership Strategy Document

Tasks Required to Move Member Recruitment/Retention Effort Forward

The following are provided as a tentative list of the steps required to establish and implement an effective member recruitment and retention program within SAFE.

It should be noted that these tasks are presented as top-level actions that will be required to move forward. They are intentionally void of more specific detail, which will follow. At this point, we are more concerned about getting the bones defined. It will take more research and input from others to make sure we have all the flesh attached.

The following tasks begin to define the “skeleton” and without input from others may be missing a limb or two, but they give a pretty good shape to what needs to happen in order to move this effort forward.

Define Objectives and Important Timelines and Milestones

As with any major effort the Board must provide the necessary guidance before we begin defining the details of the tasks required to initiate a membership recruiting program.

Define People Resources Needed/Available

1. Determine the number of committee members required to staff the Membership Committee
2. Define the role of general membership involvement in the recruiting effort and how we will engage the membership in this effort.

Form Membership Committee

Members will be recruited based on assessed need. Possible needs are:

1. Membership Coordinator(s) will identify and assign tasks
2. Membership renewal
3. Member benefits
4. Someone to answer questions and comments from current or prospective members

Determine Budget Needs

Limited financial resources dictate that we update the website to play a key role in our membership recruitment efforts. This effort requires an investment that will provide the tools for our members to recruit new members and for interested individuals to have all the information that they need to make an informed decision about SAFE membership.

Additional financial requirements will be driven by the Marketing and Branding Committee as they conduct a review and evaluation of our current recruiting materials and other collateral necessary to communicate our message.

Define anticipated costs, other than above,

1. Additional costs will include membership cards and costs associated with distribution to members. There may be additional collateral and this will be defined by other committees involved in this process.
2. Identify projected expenditure dates; even though most of our costs are expected to be up-front it is anticipated that we will identify additional costs that may need to be budgeted as a future expenditure.

Determine Benefits of Membership and why Individuals would choose SAFE

1. Tangible: Website as a resource, Insurance, Discounts, etc.
2. Intangible: Network that includes the best Flight Educators, two way dialog of ideas at national and local levels

Input required from: Marketing, Webmaster and Sponsorship

Decide and Develop Strategy for Recruiting Members

1. Evaluate biggest area for fast membership growth: e.g. Independent CFIs, Flight Schools, Colleges
2. Identify list of target members, develop data base with realistic measurement of potential members
3. Review Vehicles for Reaching Potential Members and Determine most effective, and cost effective, ways of reaching and signing up these individual
 - a. Personal: utilize existing membership, attendance at industry gatherings etc.
 - b. “Impersonal” approaches: website, printed material, face book, articles, events etc.
 - c. Develop or revise content of publicity as required
 - d. Research Local Chapters and the potential for membership growth through these bodies.

Input required from: Branding/Marketing, Webmaster and others

Review Membership Package

This will require input from other committees, Branding/Marketing, Webmaster, Sponsorship and more.

Review Membership Rates

Another look at our membership dues and all revenue enhancement activities must be evaluated and considered by the Board and the Finance committee.

Once this document has been distributed and reviewed by the Board, committee members and other interested members of the organization we will develop the final document. This will direct recruiting and member retention activities of SAFE.

5. Most recent SAFE report to members.

Greetings *SAFE* Members and Supporters,

In a recent news article on the Aero-News website *SAFE* was referred to as a juggernaut. Looking up the definition of juggernaut I found the following: "a huge, powerful and overwhelming force or institution." I think I would have to disagree with defining *SAFE* as a juggernaut.. Whereas it is true that at times I personally feel overwhelmed by the amount of work that we face to become the preeminent organization for all aviation educators, we are still small, albeit with an amazing amount of positive energy, and working hard to insure that we "get it right" as we build the foundation for what will become, in time, a large (envision 10,000 - 20,000 members from all walks of the aviation education community... flight instructors, ground instructors, maintenance and avionics instructors, academia, high school teaches of aerospace science, etc.) organization.

Here are some of the things we have accomplished since the last update of two weeks ago:

Brian Robbins, who has been compiling the membership database, has finally caught up with all the applications, and reports that our membership broke the 200 mark earlier this week. The database has been compiled in a format that we can now use to get started in mailing out membership cards, and the shirts, hats and certificates to the charter members;

Larry Bothe, our treasurer, reports that after paying the bills for Sun N Fun we currently have about \$15,000 in our bank account. Director Donna Wilt has taken on the job of drafting a *SAFE* budget;

The Interim Working Group was dissolved at the joint meeting with the Board of Directors, held this past Thursday evening. We owe these hard working individuals our gratitude for stepping up to the plate in the early hours of our formation and ensuring that we got started in the right direction. To Allan Skramstad, Alan Davis, Tim Busch and John Mahany our many THANKS and a job well done!

The Board of Directors has numerous challenges to face. Since *SAFE* has no staff at this point in time to deal with the logistical problems of running an organization the Board has to act as a "working" board and take on the role of managers as well as continuing to provide the governance for our organization. From the management perspective here are some of the things we are doing:

An exhibit space has been secured at AirVenture. For those of you who will be at OSH, you will find a *SAFE* tent not too far to the north of AeroShell Square. Plans are afoot to have a general membership meeting and social event during AirVenture;

Ryan Birr, of Northwest Insurance Group has promised the Board a draft contract, as well as policy and premium rate chart in the immediate future. They are in the process of ensuring that

the policy will be accepted in all states and says that they "expect a final launch date of 30 days or less.";

A **SAFE** power point presentation was sent to Kirby Ortega for use during the upcoming "Cessna Flight Instructor Safety Stand Down" to introduce flight instructors to our organization. This same power point will be up on our SafePilots.org website soon. If you would like a copy of the presentation to use at a local gathering please contact me and I will send it to you. A great place to use it would be at the "CFI / DPE FAASTeam quarterly meetings. In relation to the CFI/DPE program, I have been working with Jim Leavitt, the manager of the program to see how **SAFE** can assist in improving it. Amongst other things discussed, was the opportunity for **SAFE** members to assist in the quarterly presentations. Our participation will help bring the awareness of **SAFE** to the flight instructor community;

Radek Wyrzykowski's efforts on the website continue to evolve. There are almost daily changes. Finally Radek will be getting some help, as Maryellen Coupee, a lady with vast knowledge and experience in web development and marketing has stepped forward to assist. We are hoping to have our library and topic specific forum areas grow exponentially now that Radek has some help;

Director Tom Benenson has told us that it is quite possible that Flying magazine could be offered to all **SAFE** members, but it is dependent upon what the new owners of Flying decide. (The magazine is currently up for sale.) In the meantime, Armand Vilches, of Best Magazine Company is working on getting the circulation manager of Aviation Safety to provide members with a complimentary subscription to that magazine;

Whereas all these logistical things take up much of the time and effort of the Board of Directors, we still have remained focused on the much more important areas of governance, in particular developing and finalizing our Mission and Vision statements, as well as a Code of Ethics, one for the membership at large, and one specifically for the Board. A good deal of time has been spent in our bi-weekly meetings discussing and working on the drafts of these statements. I think we are very close to the final versions, and hope that we can have them finished at the next meeting. The statements will then serve as the basis for the narrative that has to be supplied with our application for 501 (c) (3) status.

At the last Board meeting, held on 5/14, it was with great regret that we accepted the resignation of Rusty Sachs from the Board of Directors. Rusty stated in his resignation that personal reasons prevented him from being able to contribute to the board in a meaningful manner, and he did not want to be a hindrance to our forward movement. The **SAFE** by-laws state that in the case of a vacancy, the board is to appoint someone from the general membership to fill that vacancy. Thus the Board appointed Alan Davis, predicated upon his active input and hard working involvement with the IWG from it's inception to the current time.

That about sums up the major accomplishments that **SAFE** has achieved over the past couple of weeks. To call us a juggernaut, although perhaps flattering, is hardly accurate. However I think I can honestly say that we are hard at work building the sound and strong foundation of an

organization that at some point in the not too distant future could be called a "huge and powerful" organization that will truly represent all walks of aviation education with "professionalism, fairness, transparency and accountability"!

May you all be *SAFE*.

Doug Stewart

Chairman, The Society of Aviation and Flight Educators

6. Teacher's Day

From: kbradshaw@buildaplane.org

Date: May 28, 2009 4:47:07 PM EDT

Subject: You're Invited to Teachers Day!

BuildAPlane Announces Teachers' Day at AirVenture

BuildAPlane, a non-profit aviation education organization in cooperation with GAMA and EAA, will sponsor Teacher's Day at the Experimental Aircraft Association's AirVenture this year in Oshkosh, WI. The event is scheduled for July 28th, 2009, and will expose teachers to a variety of programs and curricula that allow educators to put aviation in classrooms, from kindergarten through high school grades. Teachers from across the United States are invited to participate.

"We are amazed how many great opportunities are out there to use aviation to engage and motivate kids to learn," says Lyn Freeman, Build A Plane's president. "Today's students respond to real world applications and challenges, and aviation really captures their attention."

Teachers will enjoy presentations and materials available from private industry, the federal government and aviation organizations that expose students to all aspects of aviation, from vocation to avocation. Participants will have the opportunity to take part in a number of hands-on presentations and to speak directly to program specialists. Plus, a wide variety of take-home materials will be available for all attendees.

"There are some truly remarkable programs out there for absolutely all grade levels," says Katrina Bradshaw, Build A Plane's Executive Director. "Not only can teachers use aviation to motivate kids to learn science, math, technology and engineering, but this is a chance to allow their students to start a lifelong love affair with aviation!"

Teachers' Day at AirVenture is made possible by the generous support of EAA and the General Aviation Manufacturer's Association (GAMA).

Attendees can obtain one graduate credit through Viterbo University, as well as complimentary admission to EAA AirVenture after attending Teachers' Day.

Registration for the free event is available at www.BuildAPlane.org, and space is limited. If you've already registered, but haven't received a confirmation please contact us. For more information, contact Build A Plane, 804-843-3321.

We hope you'll join us for Teachers Day 2009!

***** End of Minutes *****

