

SAFE Telecon Minutes



- I. Call to Order – Chair at 8 PM CDT
Wednesday June 17, 2009
- II. Roll Call (A quorum is 7 of 9)

Present - Doug Stewart, Chair	Present - Tom Benenson
Present - Mark Adams, Vice Chair	Present - John Dorcey
Present - Pat Knight, Secretary	Present - Alan Davis
Present - Larry Bothe, Treasurer	Absent - Arlynn McMahan
Present - Donna Wilt	
- III. Minutes of the May 28, 2009 telephone conference call were sent to all Board members.
Motion to accept the minutes? Mark; Second the motion? Larry
- IV. Treasurer's Report – Larry
 - A. As of the end of May we had \$18,084 in our checking account. The checkbook is balanced. All bills are paid. There are no large outstanding checks.
 - B. During May we took in \$5379 in memberships (after credit card fees).
 - C. I have purchased and received our Peachtree Pro 2009 accounting software. It cost about \$90. I had to search around on the Internet for it since Staples wanted \$169 (no rebates available). I have not yet had time to get with our accounting service and begin using the software. I expect to do that in the latter part of June. I will have financial statements for our meeting in Oshkosh.
 - D. I discovered that I can scan paper membership applications and send them to Brian Robbins attached to an e-mail; thus saving postage. I found the roll of stamps I bought for SAFE, thus saving me from having to buy another roll out of my pocket.
 - E. For those of you who don't know, Brian Robbins has had some pretty bad kidney stone problems and has been out of work for a while. That has put him a bit behind in membership database upkeep.
 - F. Doug has not yet submitted another expense reimbursement request.
 - G. An update for today, 6/17 is that our balance at the bank is \$19,992.08. The only outstanding check is Doug's attorney, Michael Wise, for \$675 for the work on and filing fee for our trade mark registration.
 - H. Brian Robbins did catch up with the membership database, but he is going in the hospital today for another kidney stone procedure and expects to be out of pocket for a few more days as a result.
- V. Committee Reports. See complete report at the end of the minutes.
Doug will discuss various issues with Rich especially regarding recruiting.
Larry will research the compatibility between Peachtree and membership tracking.
- VI. Unfinished Business.
 - A. Insurance – Doug
 - a. Still waiting on specific information from Ryan.
 - b. Ryan and his company will underwrite a dinner at AirVenture.

- B. Contract for Master Instructor Program with Master Instructors LLC – Doug reports no progress although he has brought it up repeatedly. We need a document to spell out the relationship of SAFE with Master Instructors LLC. Alan will take on the project to form a letter of agreement or understanding to further detail our agreement.
- C. Mentoring effort/"hook-up" area – is part of other efforts. Tabled.
- D. Oshkosh AirVenture plans – Mark/John
 - a. Our site is looking better with grass growing quite well. Thursday July 30 would be the largest board attendance. John reserved the terminal conference room for our board meeting and a membership meeting. 630PM for Board meeting open to all followed by social gathering.
 - b. Mark is making arrangements to ship tents to Oshkosh.
- E. SAFE Code of Ethics – Arlynn. Arlynn was not in attendance. Tom read the revised version of the code, since not all had the latest. Upon completion, general consensus was that it was in final form. Mark moved; Donna seconded for acceptance – passed on unanimous vote. Tom sent cleaned up version out to all. See version attached to the minutes.
- F. "Calling all CFIs" forwarded by the Hills. This item noted by all, and will be removed from further agendas.
- G. Budget – Donna. All appreciated Donna's work on this. Discussion re future membership renewals, levels, and how to handle those vis-à-vis the 501(c)(3) when completed. Mark indicated some work already going on re needed by-laws changes to accommodate. Brief update of 501 status also presented – with adoption of the Code of Ethics, another series of "blanks" can now be filled in – process is ongoing.
- H. Armand Vilches – Doug. Ongoing, and Doug will maintain contact
- I. Flying Tips – Tom. Tom is following with Flying – magazine has been sold and new ownership issues and processes still unfolding.
- J. Mini-Master Instructor Program – Arlynn NAFI announced today (day of our meeting – wonder if they knew that???) an Associate Master Program – so they beat "us" to this one. Doug to talk to the Hills.
- K. Teacher's Day – Doug and Tom continuing to follow on this one.

VII. New Business

- A. Member Benefits list is growing - Contributors include: Sporty's; ASA; Gleim Publications; MS Aviation; Hilton Software, LLC; Aircraftlogs.com; Michael Leighton; MasterInstructors, LLC; BNC Magazines/Armand Vilches; Pilotworkshops.com. More to come! – Discussed earlier in meeting.
- B. Trademark application (see email sent earlier). – Doug had reported status of this in e-mail sent out to all. TM registration is a fairly lengthy process, but it is underway. He further discussed the issues of similar names with other organization, but there is no overlap in "what we do" – some options were presented in his e-mail.
- C. SAFE advertisement in Flying web-based and print media. – Doug reported – referred to e-mail sent out to all with copy of add, etc.
- D. GA Awards Committee involvement / sponsorship. – Doug reported further on contact from the program, which appears to be having "some difficulty" at this time. All agreed we should show support – for a group our size that would be \$500

contribution. Alan moved; John seconded – passed on vote to make \$500 contribution and specifically support this program.

VIII. Next meeting 3 weeks hence – Wednesday July 8 – same time same “place” – with possibility of another “limited” meeting to deal with any OSH issues on 7/22

IX. Adjournment - Alan moved; meeting adjourned – 2038 MDT

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. SAFE Code of Ethics

Preamble Aviation educators are the gateway for anyone aspiring to be part of the aviation community, be it for pleasure, business, commercial or military aviation. Although today's pilots and aviation professionals have access to highly sophisticated systems and resources, the best safety device remains a well-trained individual possessing the knowledge, skill, and understanding to safely and competently handle any aviation challenge. We, the members of the Society of Aviation and Flight Educators, therefore accept the responsibility to practice our profession according to the standards listed below:

We pledge to exemplify and provide:

A learning environment that promotes excellence and professionalism, rather than minimum standards;

Opportunities for our students/clients to experience diverse situations and scenarios in a controlled learning environment;

Instruction that is efficient and effective;

Safe, rewarding and organized learning programs;

Conservative practices, personal minimums and a safety mindset;

Tools for risk management, and aeronautical decision making, with safety as the highest priority;

Adherence to regulations and limitations and rules of good basic common sense;

A teaching philosophy and exemplary conduct promoting: integrity; positive attitudes; personal responsibility; environmental stewardship; accountability; and courtesy toward fellow members of the aviation community;

A commitment to continuing education and personal improvement, including recurrent training;

Respect for the privilege of flight; and

Dedication to the safety of all flight operations and the reduction of aviation accidents

Each member of the Society of Aviation and Flight Educators agrees to abide by this Code of Ethics to further the objectives of SAFE.

3. Committee Reports



-----SAFE Committees Report, 17 June 2009-----

Submitted by Rich Stowell, Committee Coordinator.

Affiliation/Sponsorship

Significant progress has been made in soliciting discounts for SAFE members on aviation products offered through a variety of sources. Doug Stewart will brief the details.

Membership

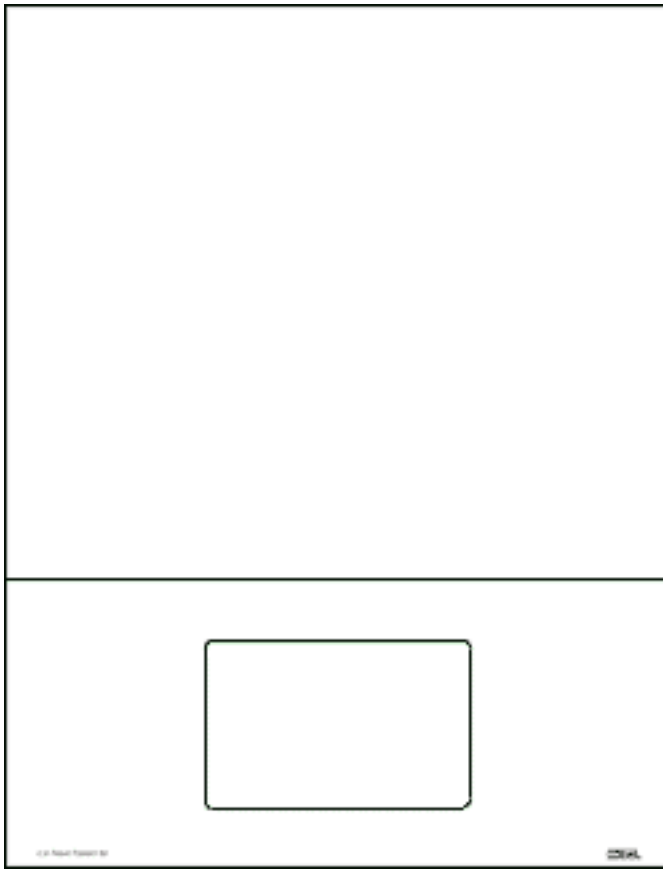
1. Per the Board's request, Julie Hubner and Michael Phillips have prepared a document that lists the top five areas to consider investing in now for membership growth. The document has been circulated to Doug Stewart as well as the Branding & Marketing and the Affiliation/Sponsorship Committees for feedback regarding areas of overlap. Comments from the other committees is pending. ([Top Five document included below](#))
2. Per the Board's request, Regular Member welcome/acknowledgment e-mails were sent out in the first week of June. Additional welcome e-mails will continue to be sent as names are added to the membership database until such time as the hard copy welcome letter with member ID cards are ready to be mailed.
3. Regarding ID cards, Dave Kalwishky reported the following on June 16th:

[The requested samples did not arrive when expected, so] I called another company that also sells the cards that I am look[ing] at and they are sending some samples. They will be here in two or three days. Once they show up I will get a couple printed up and I will send them to whomever you want for review. I am going to be in SD from the 24th – 28th so I'm hoping the get this done before I leave.

The company I am speaking with sells them 1000 at a time for \$349. If I like this stock I will try and find someplace that will sell a smaller quantity.

Here is the information on the cards I am looking at.

http://www.cbfpprintsolutions.com/membership_id_cards_blank.html



1-UP Membership Card Laser & Inkjet Compatible

8.5 x 11 overall sheet size

Durable 9 mil. plastic with one easy punch-out card joined flush with paper carrier.

Provides excellent toner adhesion and durable printed image.

Card is moisture, tear and heat resistant.

Lay flat construction for smooth processing in printers.

Simplex and duplex laser printable.

Available blank or custom printed.

Ask for inkjet product RC1-13

Ask for laser product RC1-12

Call us at 1-800-826-1988 for a price quotation. info@cbfprintsolutions.com

Note: this style will allow us to print the member welcome letter on the same sheet as the member ID card, and will also allow the ID card to have print on both sides.

Professional Standards

I had a good phone conversation with Bob Wright on June 12th. Bob is eager to contribute to the creation of several white papers that SAFE can use to advance changes in training standards. It was suggested that we set up a web based method for interacting and sharing ideas, as well set up a series of face-to-face meetings to accomplish the tasks that lie ahead. These suggestions are being looked into.

Website/Online Resources

Although Radek has been on vacation and we have not seen anything new appear on the website recently, Mariellen Couppee has nonetheless been working on improvements that should soon be ready for testing and comment prior to uploading. The improvements include adding Doug Stewart's SAFE Powerpoint Promo to the home page and adding a rollover feature to the map of the United States highlighting the locations of SAFE members.

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The Board of Directors has requested that we submit a “Top Five” list of areas of investment related to membership growth. The following outlines our thoughts on this request and we have included a sixth item to this request.

The Marketing and Branding Committee is working on initiatives that will expand the awareness of SAFE in the aviation community so this list focuses only on what is required to launch an effective member development and retention effort. It is anticipated that they will have a separate list of budgetary requirements that will overlap with membership development. The following lists these publicity expenditures. The following are listed in the order of priority and does not focus on the how, only the what:

1. Purchase of membership management and billing software to address the administrative and financial details required to manage membership development, maintenance and retention.
2. Development of a web based tool(s) that will be used to act as the focal point for members to use in their personal recruiting efforts during recruiting drives and for the day-to-day response to individuals seeking information or wanting to join the ranks of the SAFE membership.

3. Creation of collateral materials to be used as part of the recruiting and membership retention efforts of the organization. These are expenditures that will be shared with Marketing and Branding.
 - a. Website expenditure related to membership growth
 - b. Development of Social Media outlets; Facebook, Twitter, Blog.
 - c. Costs for developing, printing, posting of 'paper' products: Fliers/Posters and Brochures. Many people feel brochures are expensive and may not be the best way to attract individuals, a much simpler and less expensive product can often be as effective.
 - d. Membership cards and other tangible materials associated with the SAFE membership.
 - e. Other materials yet to be determined
4. The focus of our recruiting effort will be the current and growing membership base. We will develop a program that will seek to energize the membership to act as SAFE recruiters. Toward this end we will create an incentive program to motivate the membership. Resources will be required to support these efforts. These resources are yet to be defined but we will focus on sponsor donated incentives, SAFE apparel and membership renewal incentives (absorbed by SAFE) for achieving new member recruitment goals. Some of these expenditures may be but are not limited to the following:
 - a. Materials for developing and printing material
 - b. Costs for promoting campaign
 - c. Costs for providing incentive/prize (e.g. donated products of value that reflects the field of aviation and interests of the varied membership, chance to work, or interface with nationally or locally recognized leaders in their field).
5. Budget for Regional SAFE Chapters that will be responsible for adding value and coordinating education and professional education and development programs around the country. It may be possible to develop the core of these efforts through the FAA Safety organization through a restructuring of the current CFI/DPE Quarterly modules that will focus on professional development and skills enhancement and other similar programs aimed at different groups of educators
6. Incentive Program to motivate Aviation Educators to join SAFE. This budget could be included under 4 above and will include materials to promote a focused recruiting effort at people who educate both inside and outside of the cockpit.
 - a. Materials to promote program
 - b. Other initiatives

The request for this "Top Five" (plus a bonus) list does not include costs as this was not part of the original request; however, research indicates that 25% of dues should go to recruiting and retaining members. At this point a determination as to how much money is available to initiate and support the membership development and retention efforts should be made by the Board and then we can determine how and where the money will be invested.

Created by Julie Hubner & Michael Phillips 6/11/2009

4. SAFE Update June 21, 2009

Greetings **SAFE** Members and Supporters,

Greetings **SAFE** Members and Supporters,

Many of you are probably wondering what happened to the "weekly" update. At first it was sent out every week, then it changed to a bi-weekly update, and now it's been three weeks since the last update. You might have noticed that much of what is in the update relates to the activities and progress that your Board of Directors achieve. As all of us on the Board have many other responsibilities, our scheduled meetings have changed to a once every three week time frame. Thus the change in the frequency of the updates.

Please remember that for now, until **SAFE** has a paid staff, your Board has to serve two functions. The first function is it's true purpose and responsibility, that being the governance of your organization, setting policy and procedure in place, and once in place ensuring that those same policies and procedures meet the needs of the organization as it grows and matures. The second function is the management of the organization, dealing with and implementing the various logistical things that need to be done. So let me tell you what we have been doing.

First, within the realm of governance the Board of directors finalized the **SAFE** Code of Ethics. Before presenting our Code, let me say that not only the Code of Ethics, but our Mission and Vision statements are not documents that are set in stone. I think we are all aware that the only thing in aviation that is static is the airplane mounted on a pedestal at the driveway entrance to the airport. Everything else is dynamic, and in constant evolution. Thus, please do not think that our guiding documents are not open to review and revision, as necessary. They most definitely are!

That being said, here is the **SAFE** Code of Ethics:

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In terms of reviewing **SAFE** documents, the Board has recognized that there is need to amend our by-laws to meet several different needs. One area is that of the different membership categories. We currently do not have a "corporate membership" provision in the by-laws, and that needs to be added. We also have to tweek a few things to bring our by-laws into better compliance to receive 501 (c) (3) status. If at all possible we will try to have these amendments ready to be voted on by the membership at the annual general membership meeting, which is in the planning stages to be held during AirVenture.

Which moves us on to the subject of AirVenture. As I mentioned in the last update, we will have a **SAFE** tent at space #60. Director John Dorcey, who also happens to be the Whitman Airport Operations Manager, tells us that the grass is up and growing at our site, and that things should be in great shape by the time July 27th, opening day, rolls around. We have also reserved space in the airport Terminal for our annual Board of Directors meeting, which is open to all **SAFE** members. This will be followed by the annual general membership meeting / dinner. The date for this is July 30th, with a tentative starting time of 5:30 PM, so please mark it on your calendar. If you will be able to attend please let me know, so that we can have food for all. We also have a need for some more people to help staff the **SAFE** tent. If you would like to volunteer a morning or afternoon helping out please let me know.

Ryan Birr, of the Northwest Insurance Group, has been working diligently on getting the **SAFE** flight instructors insurance plan in place. The policies and rates are awaiting approval from their legal department, and there are 6 or 7 states that will require a little more work. But the bottom line is that we will have a **SAFE** insurance plan ready to unveil no later than at AirVenture.

Thanks to the fantastic work of JoAnn Hill, we now have quite a list of companies that will be providing not only member benefits, but also incentives for joining **SAFE** during AirVenture. A partial list includes: Sporty's; ASA; Gleim; Hilton Software; MS Aviation Software; BMC Subscriptions; Aircraftlogbooks.com; Michael Leighton. And the list is growing. As to the member benefits, one requirement of us, before we can put these in place, is to set up a "members only" section on our website.

Now that Radek Wyrzykowski, our webmaster, is back from vacation, we hope to see many changes coming to the website. Not only will our members only section be opening soon, with links to obtaining many different discounted products, as well as our reference library, but also a section that will allow visitors to the website a way to find a **SAFE** educator. Mariellen Coupee has been hard at work developing a "rollover" map that will bring up a list of all the **SAFE** members in a given state, along with their contact information and URL to their website, if they have one, as well as their educational specialties. It's in beta mode right now, and as soon as the bugs are worked out, we should have it up and available to the public.

If you are as anxious as I am to receive your **SAFE** membership card, I have been told that the waiting time for that is almost over. As is true in virtually every area of endeavor that **SAFE** operates, we have to build our infrastructure, and at times that is an agonizingly slow process. Finding vendors of product that fulfill our needs is not always an easy one, and that has been the case with the membership cards. But Dave Kalwishky thinks he has found the right product, and hopes to have membership cards in the mail before I send the next update. I'm keeping my fingers crossed.

I know that for me personally, it is frustrating at times, when our progress is not as fast as I had hoped, or promised. However I must temper that frustration with the knowledge that we are a solely member driven organization. We have no full time staff, and now that the flying season is in full swing, we all have responsibilities that limit the amount of time we have to volunteer to **SAFE**. That being said, I once again encourage all of you to take an active part in your organization. If you have the time and the knowledge to assist in our progress, we sure can use it! Please don't hesitate to contact Rich Stowell, the **SAFE** Committee Coordinator, (Rich@RichStowell.com) if you would like to help out. Even if you might not have the time to help, don't be shy in sharing your thoughts with the Board to aid us in better serving the entire membership, as we adhere to our founding principles of: accountability; transparency; fairness; and professionalism.

So that's it for now. Look forward to the next update in about three weeks, after the next Board of Directors meeting. If any exciting news occurs before then I will be sure to let you know. In the meantime may your days be **SAFE** ones!

Doug Stewart
Chairman
The Society of Aviation and Flight Educators