



THE SOCIETY OF AVIATION AND FLIGHT EDUCATORS

2009 – THE YEAR IN REVIEW

Two distinct paths emerged in the SAFE organization-building process: infrastructure and outreach. *Infrastructure* represents the underpinnings, the basis under which SAFE is able to conduct business now and in the future. *Outreach* represents the services, benefits, and products the organization provides to the membership in particular, as well as its contributions to the broader aviation community. Both paths are critical for the long-term viability of such an organization. Our first year was necessarily heavy on infrastructure, yet SAFE made significant progress on outreach as well. The following summarizes key SAFE accomplishments to date:

INFRASTRUCTURE IN 2009

- Founding Documents Generated:
 - Articles of Incorporation
 - Application for 501.c.3 Tax Exempt Status
 - Bylaws
 - Vision and Mission Statements
 - Code of Ethics
- Standing and Special Committees Formed:
 - Affiliation/Sponsorship
 - Audit
 - Awards
 - Branding and Marketing
 - Communications
 - Finance
 - Governance
 - Library Editorial Review
 - Membership
- Website Deployed:
 - Procured domain names *safepilots.org* and *safepilots.us*
 - Designed SAFE's first and second generation websites, moved to a new server
 - Hired a Webmaster
- Other Activities Undertaken:
 - Opened SAFE bank and merchant accounts
 - Established a SAFE membership database
 - Designed and generated SAFE member welcome letters and ID cards
 - Created SAFE's first promotional brochure and a Powerpoint/Flash presentation

OUTREACH IN 2009

- Member Benefits Offered:
 - Discounts from numerous corporate supporters, including:
Aircraftlogs.com, Artful Flying, ASA, BMC Subscriptions, Bose, Brightline Bags, Coradine Aviation Systems, Enflight.com, Flightcom, Flightprep, GANews, Gleim, Hilton Software, Jeppesen, Lightspeed, Master Instructors LLC, MS Aviation, Qref, Rich Stowell, Sporty's, Surecheck
 - Member Profiles on the SAFE website
 - Member listings in the "Find a SAFE Educator" online database
 - Members-Only access to online educational materials and resources
 - Open participation in governance and organizational activities
- Members Recognized:
 - Posthumously honored Sparky Imeson for contributions to aviation by designating him SAFE Member #001
 - Bestowed the first Honorary Membership to centenarian pilot Captain Joe Grant
 - Awarded plaques of appreciation to Platinum Charter Members
 - Established the Founders Award and other awards of appreciation
 - More than 100 SAFE members, friends, and supporters participated in our inaugural dinner-meeting during AirVenture 2009 (sponsored by Northwest Insurance Group, Starr Aviation Solutions, and Sporty's)
- Letters of Understanding Signed:
 - FAA FAASTeam
 - Master Instructors LLC
- Notices of Proposed Rulemaking (NPRMs) Addressed:
 - Submitted substantive commentary to the FAA concerning "Pilot in Command Proficiency Check and Other Changes to the Pilot and Pilot School Certification Rules"
- Aviation Events Participated in by SAFE:
 - Women in Aviation Convention
 - Sun-n-Fun
 - AirVenture
 - AOPA Summit
- Collaborative Efforts Undertaken:
 - A sponsor of the General Aviation Awards Program
 - Seated and participated as a Member of the FAA GA Joint Steering Committee
 - Qualified to provide Cessna's FAA-approved FIRC, "Safety Stand Down"
 - SAFE members with Master Instructor designations approved to provide articles for *Flying* magazine's eNewsletter "Pilot Tips"
- Promotional Efforts Realized:
 - Many News Releases issued to the aviation media throughout the year
 - Numerous podcast interviews conducted with SAFE leadership
 - Various safety seminars presented and articles published by SAFE members
 - Established a presence on Facebook

Comparable organizations have taken years (if not decades) to accomplish what SAFE has done in its first year. But this clearly does not suggest that SAFE is done! We still have much to do, and 2010 promises to be another very busy year. For example, SAFE has already signed Letters of Understanding with Cessna Aircraft Company to sponsor our website, Lightspeed Aviation to sponsor our booth at Sun-n-Fun, and IMC Clubs to promote mutual support of common interests. Other initiatives are scheduled for implementation in 2010 as well, including:

- Achieving 501.c.3 Tax Status – Q2, 2010
- Offering our members flight instructor liability insurance – Q1, 2010
- Hosting Cessna "Safety Stand Down" FIRC's – Q3/Q4, 2010
- Developing an Instructor Mentoring Program – Q3/Q4, 2010
 - In collaboration with the Hampton University Department of Aviation, a proposal has been submitted to the Wolf Aviation Fund to develop a unique mentoring program for SAFE member-educators that could potentially benefit all new instructors. We should learn about the status of the proposal by spring, 2010.
- Creating the Members-Only Library / Wiki – Q2, 2010
 - A Library Editorial Review Committee (LERC) has been established. Committee members are developing and will soon implement review standards for materials solicited for/submitted to the SAFE Library. Additionally, a unique Wiki is being developed as a portal to Web-based aviation information and resources.
- Deploying a new SAFE Forum – Accomplished on 25 January 2010!
 - Our first Forum was a free service provided by a third party. As such, that forum had limited features and contained considerable advertising. A new, moderated Forum with more robust features (and without all the advertising) was deployed on 25 January 2010.
- Launching a Membership Drive – March 1, 2010!
 - An incentive-based challenge will be issued to SAFE members to recruit new members. Materials to meet such membership goals are in development.
 - This members-bringing-in-members drive may also catalyze formation of local SAFE Chapters.
- Producing a Radio Program – sometime in 2010
 - SAFE has been offered and is researching the development of a SAFE radio show to be broadcast periodically over the Internet.