

SAFE Telecon Minutes July 8, 2009



I. Call to Order – Chair  
Wednesday, July 08, 2009  
8:00 PM Central Daylight Time

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

|                        |                |                        |
|------------------------|----------------|------------------------|
| Doug Stewart, Chair    | Alan Davis     | Donna Wilt             |
| Pat Knight, Secretary  | Arlynn McMahan | Larry Bothe, Treasurer |
| Mark Adams, Vice Chair | John Dorcey    | Tom Benenson           |

Arlynn and Pat absent – rest present  
quorum present

III. Minutes of the June 17, 2009 telephone conference call were sent to all Board members. Motion to accept the minutes? *Larry moved* Second the motion? *Tom seconded – motion carried.*

IV. Treasurer’s Report – Larry

- a. As of the end of June we had \$19,470 in our checking account. All bills are paid. There is \$1375 in outstanding checks, leaving just over \$18,000 available.
- b. Our June "sales" of memberships totaled (after credit card fees) \$1966.
- c. I met with our accounting service twice last week for training and setting up our "company" in Peachtree Accounting. The setup is done and the data for March and April is entered. I have to enter May and June on my own and then get back with the service to create financial statements to have at AirVenture.
- d. Brian Robbins got over a kidney infection (following stone removal) and once again has the membership database all caught up.
- e. After the last Board telecon I suggested to Michael Phillips and Julie Hubner that they consider a contact management software package called ACT. It is published by Sage, the same people who publish Peachtree Accounting. There is some integration between ACT and Peachtree that could be useful down the road.
- f. I received our event liability insurance policy for Ryan Birr. Shall I just hang on to it? Per Pat: Why don't you keep the policy in a safe place. Would you make a copy to have with us while at AirVenture and other events?

*Larry reported that most of his report is shown in the material above. Larry also reported that he had received information WI and now has sales tax permit for us to use at OSH.*

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

- a. Membership Growth -- Julie Hubner & Michael Phillips will be participating in the telecon to interact with the Board and answer questions on what they've been doing. *Michael needed to leave the call early, so went here first – conversation ensued regarding needs of “membership” in order to answer requests from board – such as member list database, etc. Larry provided info of basic database currently available. See Membership section below on this document.*

- b. Membership ID Cards/Welcome Packets -- Dave Kalwishky has narrowed the search down to three samples with prices, and forwarded those on along with a recommendation to Doug by e-mail today. Dave is available to field questions during the telecon as well.

*Nothing new to report from Rich at this point on this topic.*

*See below re website work.*

- c. Affiliation/Sponsorship -- JoAnn Hill has been in constant contact with Doug and others regarding the various discounts/offers from sponsors. She is also putting together a spreadsheet containing all of the current sponsorship information.

*Doug mentioned that there is a growing list of people willing to sponsor and give freebies.*

## VI. Unfinished Business.

- a. Insurance – Doug. Insurance: to say I am upset with Ryan Birr would be an understatement. Predicated upon his promise at SNF that he had a program "ready to go", and the fact that both Rich Stowell as well as Vicki Cruse spoke so highly of him, we put all our eggs in his basket, so to speak. His failure to deliver that promise has put us in a bad light. What are suggestions as to how to deal with this? One thought that I had, was that he could attempt to make up for it by completely underwriting our member dinner at OSH. Any other thoughts?

*Doug highlighted the issues Ryan faced with the insurance, and it looks like things are now on the right track. It won't be ready by OSH, but both Ryan Birr (Northwest Ins Group) and Starr Aviation will each contribute \$500 (total \$1000) toward the dinner.*

- b. Contract for Master Instructor Program with Master Instructors LLC – Per Alan - Reviewed Bylaws and had conversation with Mark re necessity to revise section regarding Master Program. Determination - we do not need to revise, as written we can "outsource" if we need or wish to do so. Reviewed current LOA - written in mode that SAFE would do its own MI program - instead we offer it through outsourcing to MI LLC - so simply need to clean up language and execute new letter.

*Alan reported further on the above. Will continue to work on and hopefully have revised LOA in the next couple of weeks. Will pass by MI LLC for any issues, then to Board for any issues – then place on board agenda for approval.*

- c. Oshkosh AirVenture plans – Mark/John. We have found a tent that will work and will not have to be sent. Sam's actually has one that is less than the shipping on the ones I was going to donate. We just need to finalize the menu for the dinner. John and I are thinking middle of the road type stuff (no I don't mean road kill) to keep everyone happy (if that's possible).

*Mark/John highlighted the details of the tent issue. \$249 and it is there. Alan moved for approval to purchase – Donna seconded – motion passed.*

*John went on to present info re food options and costs. \$11.25 and \$11.95 per plate – approx cost about \$2000 for 125 plates. Suggestion that we put something on the website*

soon, and also e-mail, to all current members with signup page on the website. We can commit to 65 meals based on the underwriting. Commitments need to be to the caterers by the 23<sup>rd</sup> – John will try to push that back – we can increase the number, but going lower is difficult. Go to website – [www.lasures.com](http://www.lasures.com) – and check out menu availabilities and get suggestions back to John. No adult beverages – too much of a risk of liability to SAFE.

d. Teacher's Day – Tom.

i. I talked with Lyn Freeman and he agreed that we could include any materials we wanted to in the "bag" that would be given to participants. I passed the info on to Doug. They need the materials well before OSH so they can "stuff" the bags. *We simply need to determine what we want to put in the bag – Doug voiced concern that if we put stuff in the hands of others it might not get into the bag.*

ii. I talked to Dick Koenig at Flying about complimentary issues for members. The change in ownership is causing delays in everything but he's still aware of our interest and working on it---though "it's not a high priority" with the reorganization.

*This is still being worked on. New owner still working on arrangements – have termed some employees (after saying they would not), so things are very unsettled on the Flying magazine front.*

iii. I also spoke to him about SAFE contributing to Flying Tips. He suggested that a meeting with anyone interested in contributing be held at OSH...maybe with some samples of types of tips that could be provided. His interest earlier had been because the "tips" weren't getting many "clicks" but a change in the news items directing people to the tips has improved the number of visitors. Nevertheless he does want to relieve Mark Phelps of having to come up with something each week. *Tom reviewed this info – will try to get appropriate parties to come to the dinner.*

e. Trademark application – Doug.

*Still in process – lawyer is working on it – will take time.*

f. By-laws - Mark Adams is at work creating and writing some amendments to the by-laws that evidently need to be made, like corporate membership, as well as areas that might affect 501(c)(3) acceptance. Could you all please review the by-laws so that you can have input into potential amendments?

*Mark reviewed the above and indicated that he is working on changes and moving the document back into a word format for ease of sending to board for review. Still awaiting changes from outside parties re 501 needs. Will send out to the board for our review and vote to get the 60 day clock going.*

g. AOPA Aviation Summit: We need to decide if we want to have a presence there. The dates are: Nov. 5 - 7 at the Tampa Convention Center. I have received an exhibitor's prospectus, and quickly looking at a budget estimator it would cost us somewhere between \$3,000 - 5,000. You can find more info at: [www.aopa.org/summit/](http://www.aopa.org/summit/). If the answer is yes, we need to reserve a space sooner rather than later.

*Doug reviewed, don't need to make decision now. More later. Tabled to next meeting.*

- h. Social Networking: From Doug - Luddite that I am, I know nothing of Twitter, Facebook and the like. However as I was one of the holdouts and last to get a computer and cell phone, I have also realized that to be up with the times I need to pay more attention to what's going on in the real world. I am sure most of you have noticed that many organizations as well as companies are getting on the bandwagon and now have a presence on these sites. I think it would behoove SAFE to do the same. Do any of us have the knowledge / expertise to make this happen? If not, should we look to the membership to find someone who does, and who could facilitate this?

*Tabled to next meeting.*

- i. Website - Website: I have been working with both Radek and Mariellen to try and overcome the inertia and get things going again with the website. I think I am having some small success, and will know more by next week.

*Previously discussed in the Committees section.*

*Doug asked a question about Platinum Plaque design – will communicate via e-mail and get it dealt with so can be presented for Air Venture.*

VII. New Business

- a. Discussion of awards that might be given out at OSH.
- b. SAFE Board of Directors and NAFI participation – a discussion.

*Tabled at Doug's request*

VIII. Next meeting *Doug suggested a short meeting for 7/22 to handle last minute details.*

IX. Adjournment – *Alan motion to adjourn – Donna seconded - passed*

**Additional items of interest:**

**1. Board Contacts:**

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

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-----SAFE Committees Report, 8 July 2009-----

Submitted by Rich Stowell, Committee Coordinator.

## **Membership**

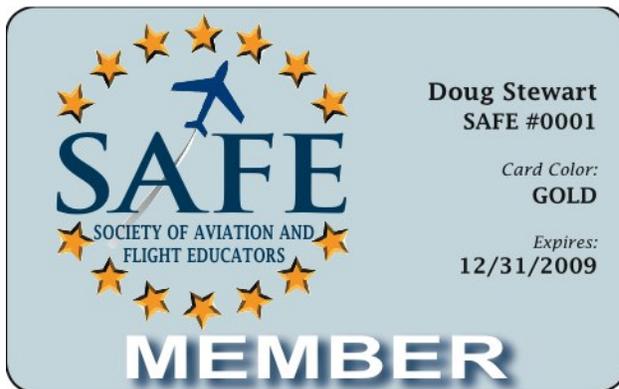
1. Michael Phillips will participate in the Board telecon on July 8th to discuss the ideas he and Julie Hubner had previously submitted to the Board on growing membership and to answer questions. *Michael provided info regarding the “why’s” of their issues re membership follow-up. The short term need is gaining members and staying in contact with them, and the longer term is to start getting ready to work renewals we are ready to do so. The other need is materials that are common and standard so that everything is “on message”. Guidance was provided on how to proceed using the initial brochure as a “starting point” and the three new documents (Vision, Mission, Code of Ethics) to generate some concrete ideas as to how we should proceed with some specific items on which we can work. We can communicate by e-mail to help vet ideas as the process moves. Guidance was also provided on current sources of member database information and the planned software package for accounting that might link up with a membership data base.*
2. About a month ago, the Board directed Rich Stowell to send welcome/acknowledgment e-mails to Regular Members in advance of hard copy welcome letters with member ID cards to be mailed at a later date. This week, Brian Robbins sent an updated list of e-mail addresses for Regular Members who joined since June 1st. Rich then sent welcome/acknowledgement e-mails on Tuesday.
3. Regarding ID cards: At long last, we have significant progress on member cards! Dave Kalwishky this week submitted three samples that would meet our requirements, highlighting his top choice. Doug Stewart directed Rich Stowell to have Dave proceed with his recommendation. Subsequently, Larry Bothe and Brian Robbins were brought into the loop: Larry to coordinate reimbursement of costs; Brian to provide the most recent membership info, which has been e-mailed to Dave.

Both the welcome letter and ID card are on one sheet. The chosen product will have the SAFE logo and other static information preprinted on the front and back of the ID cards from the supplier. The ID card itself has the look and feel of a credit card, only thinner. The card does not have perforations around its

edges when separated from the letter.

Individual (variable) information will be added to each card as part of the data merge process handled by Dave. Cost: \$519 per 1000 sheets plus a one-time setup fee of \$35.

Dave will report back ASAP on the lead-time to receive the preprinted material, including the additional fee to get expedited service.



## **Website/Online Resources**

Doug Stewart and Rich Stowell have seen a sample of the map rollovers being created by Mariellen Coupee. The job of outlining each of the 50 states for rollovers is a tedious and eye-crossing one, but Mariellen has been making steady progress.

SAFE certainly would not be where it is today were it not for the tremendous efforts of Radek Wyrzykowski, who not only volunteered to take on the monumental task of developing the website in the months before the formation of SAFE, but who often had to learn the ins and outs of programming from scratch as well. Although the SAFE website will always require the input and oversight of SAFE volunteers, it is Rich Stowell's opinion that the time has come to hire a webmaster to oversee the day-to-day grunt work regarding website updates and maintenance. It's time to relieve Radek of what has been up to recently the sole burden for website development and content. The following recommendations are offered to the Board:

1. The Board should consider a motion to formally acknowledge Radek Wyrzykowski's Herculean efforts to put together the SAFE website.
2. The Board should always have on file the current user name(s) and password(s) for access to the SAFE website.
3. At least one member of the Board should have oversight of the website, working in conjunction with SAFE volunteers (such as Radek and Mariellen) who form the Website/Online Resources Committee, and a hired Webmaster.
4. Hire a Webmaster to manage the SAFE website. For the Board's consideration and to provide a starting point, Rich Stowell solicited some pricing information from his wife's daughter, Jennifer "Jenny" Furst, owner of Virtual Accounting Services in Drummonds, TN ([www.virtualaccountingservices.com](http://www.virtualaccountingservices.com)), who has been involved in website design and management for many years. Although Rich designed his own website, Jenny hosts Rich's website, handles all uploads/updates submitted by Rich, and recently set up a Miva Merchant shopping cart for Rich (<http://www.richstowell.com/mm5/SFNT.html>):
  - a. Routine Website Upkeep
    - \$35/hour
    - Includes such things as uploading News Items to the SAFE home page, updating the Calendar, posting Board Activities, etc.
    - Typical turnaround time to upload information is 24 hours (Mon-Fri) from the time such information is received
    - SAFE will only be billed for the time worked; moreover, a "not to exceed" price can be established for budgeting purposes
    - After a couple of months working under the hourly rate structure and getting a feel for the typical demands of the job, a flat monthly fee could be negotiated thereafter
  - b. Website Design Services
    - \$45/hr, or quoted on a job-by-job basis
    - Includes elements such as developing new web pages, new resources, and new content, setting up an online shopping cart (Miva Merchant), etc.
  - c. Website Hosting

- \$19.99 per month
- One-time set-up/transfer fee of \$100
- Up to 200MB of space and 4GB of traffic per month

*Doug highlighted the work that Jenny had done today to the web site. Doug suggested that we hire Jenny to work, at least on an interim basis, to get the rest of the website work done. We could consider the longer term arrangement later.*

*Alan moved that we hire Jenny on an interim basis per above; Larry seconded – Discussion – Rich to be flow point and will work with Doug on work to be done as part of his committee czar work. Suggestion made to put a number “not to exceed” at this point for fiscal control purposes - \$1500 was suggested.*

*Alan amended the motion per above – Mark seconded - Motion passed.*

*John added some info re hosting suggestions re both size and price concerns.*



(Repeated from last meeting minutes to support further discussion).

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*