



**TO:** Corporate Members

**FROM:** Ed Van Winkle, Corporate Council Representative

**DATE:** June 27, 2012

**SUBJECT:** Corporate Council Meeting Minutes from February 14, 2012

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**Meeting minutes: February 14, 2012 (HAI, Dallas, TX)**

**Call to Order**

Meeting was called to order by Ed Van Winkle at 0802 hours.

Ed introduced the ALEA Board members present, including Kurt Frisz, Dan Schwarzbach, as well as ALEA staff members and contractors. A total of 12 Corporate Members were present (including Ed).

**Old Business**

Attendees were presented a copy of the meeting agenda, the Anti-Trust Statement, and the minutes from the July 2011 meeting in New Orleans (ALEA).

A motion was made by Scott Hurst to waive the reading of the minutes, with a second from Steve Yanke. Motion passed without objection.

The ALEA Anti-Trust statement was read by Ed Van Winkle.

Ed reviewed the membership statistics and discussed that the Corporate Members have increased by 6.4% from Dec 2011 to Dec 2012, and Individual Members have decreased by 7.0% during the same period. Kurt Frisz stated that ALEA is aware of the decrease, and Dan Schwarzbach mentioned that expiring memberships are now given a 30-day grace period for renewal, rather than a 90-day grace period. It is believed that the number of Individual Members will rebound once renewals are allowed to "catch up."

Ed discussed the safety seminars that have already taken place during 2011, in addition to the schedule for the remainder of the calendar year. Ed commented on the excellent attendance at the SE Safety Seminar in Savannah, GA, in January 2012.

## New Business

### Lessons Learned from New Orleans:

Leonard Luke asked why the specific exhibit hall location was chosen (due to the long walk from the hotels), and Dan Schwarzbach advised that it was due to the location and size of the doors for bringing the aircraft into the hall.

Rob Casebere asked about the perceived lack of decision-makers at the Annual Conference specifically. Ed offered some possible reasons, based his experience as both a vendor and previous Unit Commander. Leonard Luke offered an opposing opinion as to some of the reasons. Ed closed the topic with comments that getting decision-makers to the regional safety seminars and Annual Conference is a recurring issue, and ALEA is working hard to get the word out to the Individual Members and to structure events to maximize attendance.

Jim DiGiovanna discussed the topic of technical briefings and requested that vendors give advance notice if they want to conduct these at the Annual Conference.

### Maximizing Corporate Member Exposure:

Ed described the many ways in which he has worked with the Regional Directors to maximize the exposure of the Corporate Members at the regional safety seminars. Steve Yanke seconded Ed's remarks.

Ed also commented that sponsoring events at the regional safety seminars is a good way to increase exposure, as well as additional opportunities that may be available.

### Discussion regarding new ALEA policy & procedure regarding booth displays at ALEA Regional Safety Seminars

Ed reviewed the current policy regarding vendor booth displays, along with proposed wording change to more accurately reflect current practice by most vendors. The main purpose of the proposed change was to bring the wording of the policy in line with the accepted practice by the vendors for the past few years.

Leonard Luke presented an opposing view regarding the proposed change, since many vendors had to purchase new booth displays after the last change several years ago.

Dan Schwarzbach provided a historical perspective regarding the issue.

Ed provided proposed wording changes, and a discussion followed.

Carl Crenshaw made a motion to accept the new wording, and Leonard Luke seconded the motion. Vote passed unanimously, and the revised wording will be taken to the ALEA Board of Directors to recommend the change at the Board of Directors meeting in Reno in July, 2012.

Approved wording change: ***All exhibits must fit within the lateral boundaries of a 6' table and shall be located on top of and/or behind the assigned exhibit table. All exhibit spaces will be allocated on a first come, first served basis.***

Overview of pertinent issues from Board of Directors meeting in Reno, NV (January 2012)

Ed discussed the new Safety & Education Program Managers for ALEA, and the regional safety seminar schedule was reviewed.

New ALEA booth pricing structure for Annual Conferences was reviewed.

Distribution of marketing incentives at ALEA events policy was discussed (as a result of issues at the SE region safety seminar).

Jim DiGiovanna provided information regarding educational course and class sponsorship, specifically the water survival course.

Open Discussion & Other New Business

None.

Closing

Motion to close the meeting was made by Phil Fienen, second by Glen Patterson.

Meeting ended at 0915 hours.