

Draft Minutes
AFFILIATE COUNCIL MEETING
July 21, 2006
New Orleans, Louisiana

The meeting was called to order by Affiliate Council Chair, Barbara Tweedt. A roster was circulated for sign-in. All of those in attendance introduced themselves.

A moment of silence was observed in honor of the passing of Al Simon, a former leader of the Affiliate Council and a long-time member of ALEA.

A motion was made to waive the reading of the minutes of the February 27 meeting and the minutes were approved as written.

The March and May, 2006 Regional Safety Seminars were discussed. The Eastern Region Safety Seminar was held in St. Louis, MO on March 15 -17 and the Northeastern Region Safety Seminar was held in White Plains, NY on May 8 – 10. Both were well attended. Subsequent discussion centered on access to electricity at seminars and the availability of tabletops for vendors who require electricity. Two possible solutions were discussed: assigning tables and/or providing access to electricity at all table locations at an increased cost for all table top displays. Neither option was acceptable. It was agreed that information regarding the availability of electrical access will be published on the ALEA website and that only those companies that require electricity would pay any additional cost. Tables would continue to be reserved on a first-come, first-served basis with an honor system used to hold tables. Table reservation protocol will be discussed in an upcoming Affiliate Newsletter.

Affiliate membership pins were discussed and the majority of attendees deemed them unnecessary.

At the previous meeting, John Timm, BMS, suggested that Affiliate members be given special recognition in the Air Beat Buyers' Guide according to their level of participation in the annual conference and at regional safety seminars. Board member and chair of the Air Beat committee, Gregg Weitzman, accepted John's suggestion and recommended that Affiliate members be recognized in the Buyer's Guide with the ALEA logo, with one center star for those who exhibit at the annual conference and an additional smaller star for attendance at each regional safety seminar. Discussion ensued regarding the smaller travel budgets and limited participation of smaller companies and the impact on those companies. Additional discussion focused on how the Buyer's Guide is being used by members and if these changes would be advantageous. Jim DiGiovanna pointed out that personal contacts are widely used within the law enforcement community and that members could be educated regarding this identification process. The Affiliate Council voted to accept the Air Beat committee's recommendation.

Jim DiGiovanna asked to brief Council members regarding an ALEA marketing strategy, which would include Affiliate member advertising which focused on the advantages of airborne law enforcement. The overall goal would be to communicate the principles of ALEA to a broader audience, including top municipal and government officials. Affiliate Member, Darich Runyan, displayed examples of advertisements his company had created that focused on the advantages of airborne law enforcement. Darich discussed the cost to run the ads in several different law enforcement publications. Barbara Tweedt asked if a shared cost program was of interest to Affiliate members. A discussion ensued regarding how several companies could jointly advertise. A suggestion was made that if numerous logos were used at the bottom of the advertisement, it would not be beneficial to specific companies; and that, in lieu of individual logos, the ads should be placed by the Affiliate group as a whole and the cost should be shouldered by all 300 Affiliate members. A suggestion was made by Dan Schwarzbach to put together a sample packet and poll the Affiliate members for their interest in participating. Barbara Tweedt stated that she would poll Affiliate members and make sure they understood that any such advertising would not replace current company advertising campaigns but would be an additional cost. It was agreed that Affiliate members should be polled regarding their interest in this project and that further discussion is required at the next Affiliate meeting before a decision can be made.

Barbara Tweedt announced that at the recommendation of the Affiliate Council, the Affiliate Council Charter has been modified to reflect the current structure of the organization. David Cruz detailed the changes to the Charter. He described the changes as a simplification of the structure. The changes were all approved, including Darich Runyan's recommendation to change the three year participation to two year participation in ALEA annual conferences as a prerequisite for membership on the Affiliate Council. A revised copy of the Affiliate Council Charter will be submitted to the ALEA Board of Directors for inclusion in the ALEA Policy and Procedures Manual.

The current number of Affiliate Members is 301, which is an increase of 29 members since the same time in 2005.

This year's annual conference was discussed at length. Attendance at this year's conference was approximately 1150, with approximately 450 professional and family members. The convention hall and hotel facilities were deemed adequate. The lunch crawl had problems with the quantity of food and drink – both ran out before everyone was served. The change to the exhibit hall schedule and exhibit hall hours was well received. The coin game had mixed reviews. A discussion ensued regarding the direct transportation from the exhibit hall to the Wednesday night activities. Some Affiliates expressed a desire to have an opportunity to return to the hotel in order to leave computers and other exhibit materials. That opportunity did exist, as the buses stopped at the hotel before proceeding to the Wednesday night activities. The transportation system received broad approval. Ideas were discussed about next year's conference in Orlando and how to keep everyone in the exhibit hall.

Air Beat Today will continue to be published at future conferences. Four pages will continue to be the format. Photos and editorial were requested prior to the beginning of the conference in order to expedite the publication of each issue on site.

The Golf Outing sponsored by Genesis 3 was held on Wednesday, July 19. Britt Ham presented a summary of the tournament. Although attendance was low, spirits were high. Dan Schwarzbach offered ideas on how to increase attendance by restructuring the scheduled day of the tournament. Genesis 3 president, Brent de Ruyter, offered to continue to invest in the tournament as long as his company had the option to sponsor it. Dan Schwarzbach accepted the offer on behalf of the organization.

Upcoming Regional Safety Seminars were discussed, including the Western Region, September 20 – 22, San Diego, CA; Canadian Region, October 4 – 6, Toronto, ON; and Central Region, November 15-17, San Antonio. Additional information can be obtained from the ALEA website.

Barbara Tweedt was nominated as Chair of the Affiliate Council. Jim Leslie was nominated, but declined the nomination. A motion was made to cease nominations and Barbara Tweedt was declared Chair of the Affiliate Council by unanimous approval.

Steve Ingley, ALEA Executive Director, presented a proposal for changing the pricing structure of booths at upcoming annual conferences. Discussion ensued regarding the size of the ALEA exhibit floor and the number of booths. Many questions were raised, including what was considered “more desirable” spaces as opposed to “less desirable” spaces with the relatively small size of the total exhibit. It was agreed that this topic would be included on the agenda of the next meeting of the Affiliate Council.

The next meeting of the Affiliate Council will be held in conjunction with Heli Expo, 2007 in Orlando, Florida on March 1 – 3, 2007.

Mike Bush
Wulfsberg Electronics

Attendance Roster

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New Orleans, Louisiana

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