

Meeting Minutes
ALEA Affiliate Council Meeting
February 7, 2005
Anaheim Convention Center
Anaheim, California

D-R-A-F-T

Call to Order:

- a. 0840 by Dan Schwarzbach, ALEA
- b. It was shared that Larry Roberts, ALEA Affiliate Representative had submitted his resignation as of January 21st, 2005. As such, an election will be held later in the meeting for a new Affiliate Representative to complete Larry's term.
- c. Members of the ALEA Board present were introduced
- d. The Mission, Vision and Value Statements for ALEA were shared.

Old Business:

- a. Minutes of the July 2004 meeting were distributed: Larry Wissing motioned to accept minutes as presented, Barb Tweedt 2nd, Motion Carried.
- b. ALEA Affiliate logo was presented. The 2005 buyers guide was handed out with the logo prominently displayed. The logo is available on the ALEA website along with the rules for it's use.

New Business:

a. *Region Realignment:*

- o The regions have been realigned with a Canadian Region added.
There is now a Central region along with 6 regional safety seminars.

b. *National Conference 2005, Sherry Hadley shared the details for this years conference:*

- o The 2005 Conference will be held in Reno Nevada
- o Host hotel for this show will be the John Ascuaga's Nugget Hotel.
- o The hall will be available for setup on Tuesday
- o There will be an Affiliate golf outing on Wednesday morning
- o Wednesday Evening from 5 P.M. to 7 P.M. there will be a cocktail reception in the exhibit hall with the Bell Reception taking place immediately following.
- o Lisa DiGiovanni shared:
 - o There will be no classes Thursday from 9:30 A.M. to 1:00 P.M.;
 - o Friday regular classes will take place from 8:00 A.M. to 12:00 P.M. with the 12:00 to 4:00 P.M. time slot set up for vendor briefings and to allow the members to visit the floor. There will be 24 one hour time slots for Vendor Briefings.

- The show floor will be open on Saturday from 10:00 A.M. to 2:00 P.M. with classes being held
- Lunch crawls will take place on both Thursday and Friday.
- It was requested the “Vendor/Technical briefing name be changed to “Product Briefings” to more accurately reflect what is shared. It was also requested they make ½ hour slots with a maximum of 1 hour per Affiliate rather than require a full hour slot.
- It was also requested that a “New Product Demonstration” program be set up.

c. Regional Safety Seminars:

- The Northeast Safety Seminar had to be relocated. Presently looking to try for Hershey PA the 2nd week of May. More info coming on this by mail.
- Regional Safety Seminar Door Prizes were discussed:
 - Dick Freeman shared the coupons were working well and @ low cost.
 - A desire was expressed to have face time with Customers
 - A suggestion was made about a card with booth sign offs. When the card was fully signed off it could be entered for the raffle.
 - It was shared that Group gifts water down individual gifts
 - The key objective was noted, the Regional Director running the Safety Seminar should emphasize the importance of talking with the Affiliates.
 - It was suggested a monetary amount of \$100 be applied for the raffle.
 - It was shared the group raffle is what ALEA uses to keep the attendees around all day.
 - *After all of the discussion, it was determined the raffle will change to allow Affiliates to raffle items in the group. However, the minimum value is \$100 for a raffle item. The district rep will give away Tickets at the door for the raffle.*

d. Air Beat:

- The magazine schedule was discussed along with plans of increasing the quality of the magazine. It was also shared the Editorial Calendar is on the website.
- The 2005 buyers guide was presented to those in attendance. Others will be mailed out just after HAI.
- Air Beat Today – Will continue again this year. It was requested that Affiliates share press releases of new announcements. Not general information on the company. This will be published during the National Convention in Reno.

e. Marketing Opportunities:

- A need was identified to educate the newer Affiliates on how to market to the Attendees of this show. Will look at doing a marketing session again at the national convention.
- It was suggested to do a “Poker Run” in the exhibit hall at Reno during the Cocktail Reception. This was agreed to by ALEA and each affiliate participating will have a flag on their booth to note them as a “Poker Run Participant”
- There will also be “New Products” briefs taking place during the Cocktail Reception. These are to be no more than 5 minutes in length. There will be a schedule set up for Affiliates to make their way to the microphone to announce their new products.

f. ALEA Coins:

- Dan Schwarzbach shared a sample of the new ALEA coins that will be coming out.

g. ALEA Offices:

- The ALEA offices will be moving to a location in the DC area by the end of the year. More information coming in the future.

h. Affiliate Council Representative Nomination and selection:

- The guidelines were discussed along with the requirements of the position.
- A call for nominations was made with the following Affiliates nominated: Steve Yanke, Barb Tweedt, Bruce Bonevich, and Scott Hovelsrud. A call for closing of nominations was made and seconded with the vote taking place.
- Barb Tweedt was nominated as Affiliate Council Representative.

Next Meeting of Affiliate Council:

- During the ALEA National Convention in Reno Nevada, July 2005.

Dan Schwarzbach adjourned the meeting at 9:55 A.M.

Attachment: Attendance log