

MINUTES

ALEA Affiliate Council Meeting

Dallas, Texas

February 27, 2006

The February meeting was called by order by Council Chairperson, Barbara Tweedt. Introductions of new members were made and everyone was asked to sign the attendance log. (A list of those in attendance is attached.)

The minutes of the July 22, 2005 meeting were approved without change.

Regional Safety Seminars were discussed. Successful seminars were held in Calgary, Alberta; Dallas, Texas; Burbank, California; and Savannah, Georgia.

Discussion ensued regarding locations of Safety Seminars and the potential of returning to those locations that resulted in: higher attendance, best meeting environment, convenience for attendees, and lower over-all costs. The consensus was that the association should consider this if it is in the best interest of the association and its members.

ALEA President, Dan Schwarzbach, provided an update regarding the Association office relocation to Frederick, Maryland. Although the move was a great challenge, new personnel will be in place soon. Sherry Hadley's last day is March 10, but she will remain with the Association as a contract employee in charge of meeting planning and coordination. Jennifer Thornton will also remain with the Association as a contract employee in charge of advertising sales and marketing. Nicole Gentile, new ALEA Operations Manger, will be the point of contact for all regional meetings. The new Executive Director of ALEA is Steve Ingley. The association is searching for a membership director.

An Affiliate membership of 272 members was reported by Barbara Tweedt. 162 vendors were in attendance at the annual conference in Reno.

The ALEA annual conference in New Orleans was discussed in detail. Barbara Tweedt reported that the ALEA Board of Directors met in New Orleans in January. The convention hotel, the Hilton, had many repairs completed and had plans to complete many additional repairs or improvements prior to the July 2006 conference. The Convention Bureau and the Hilton Hotel, as well as the City of New Orleans, were extremely appreciative and pleased that ALEA had decided to hold its annual conference in that city.

The Lunch Crawl was discussed as a method to keep members on the exhibit floor. Suggestions were made for improvements for the 2006 conference including more lines to serve food and additional places for people to sit during lunch. Additional cocktail

tables were suggested as was food that was easy to eat while standing. Another suggestion was that vendors temporarily remove brochures from table tops to make room for people to eat at their booths. Each vendor is charged \$150 for the cost of the Lunch Crawls on Thursday and Friday.

The Sneak Preview was deemed a success at the Reno conference and will be held again at the New Orleans conference on Wednesday evening. It was suggested that the time of the Sneak Preview be extended to 4:00 – 7:00 and that a game be planned again to encourage members to visit all of the booths.

As a result of the extended hours on Wednesday, members of the Affiliate Council agreed that the exhibit be closed at the end of the day on Friday. Booth teardown will begin Friday evening and will continue on Saturday morning. Affiliate Chair, Barbara Tweedt, will make a recommendation to the ALEA Board Executive Committee who will make the final decision. Jim DiGiovanna expressed concern that Friday evening tear down would impact attendance at the Awards Banquet on Saturday.

Air Beat magazine continues to expand and improve. Affiliate members were asked to send editorial/press releases to Air Beat editor, Lisa Wright, prior to the annual conference for inclusion in the Daily News. Advertising space will be sold for this conference publication.

Genesis 3 is sponsoring a golf outing, which will be held on Wednesday, July 19 in conjunction with the ALEA annual conference. ALEA members and Affiliate members are invited to participate. Additional information will be included on the ALEA website.

Award sponsors were asked to provide a clear definition of what conference costs are included with each award, specifically with respect to hotel and transportation costs. Hastings Siegfried requested detailed information from the ALEA executive committee regarding what is required to sponsor such an award.

An ALEA marketing strategy was discussed. Jim DiGiovanna asked for assistance from Affiliate members to help promote ALEA. With assistance from Affiliate marketing personnel, law enforcement agencies could more effectively communicate to chiefs and sheriffs and their respective staffs. Affiliate members were asked to consider placing advertisements in magazines such as Police Chief and Sheriff magazines that promote airborne law enforcement in general as opposed to their specific products. Steve Yankee asked if Affiliates could get a break in the cost of ads in Air Beat in exchange for this type of association promotion. Jim DiGiovanna was invited to speak at the next meeting of the Affiliate Council regarding this issue. Don Morgan recommended that ALEA look into providing assistance with grant writing as a means of income for the association.

Barbara Tweedt recommended that the Affiliate Charter be rewritten to reflect the current structure of the Affiliate Council. Dave Cruz agreed to work with Barbara to update the Charter, which will then be presented to the Affiliate Council at the next meeting in New Orleans.

Barbara asked about Affiliate Member pins. Dan Schwarzbach suggested that ALEA consider pins for the Affiliate members that utilize the Affiliate logo. Nicole will be tasked with researching this.

The Safety Seminar schedule for 2006 was presented:

<i>Region</i>	<i>Dates</i>
Canadian	October 4 - 6, 2006 - Toronto, ON
Central	November 8 - 10, 2006 - San Antonio, TX
<u>Eastern</u>	March 15 - 17, 2006 - St. Louis, MO
<u>Northeast</u>	May 8 - 10, 2006 - White Plains, NY
Southeast	Winter 2007
Western	September 20 - 22, 2006 - San Diego, CA

John Timm asked that the Air Beat staff consider a color code which distinguishes Affiliate Members who participate in annual conferences and denotes the number of years they have participated. Dan said that ALEA will look into this recommendation. It will be discussed again at the next meeting of the Affiliate Council.

The next meeting of the ALEA Affiliate Council will be held at the New Orleans Convention Center in July in conjunction with the ALEA Annual Conference.