

Affiliate Council Meeting

July 13, 2007

ALEA Annual Conference

Orlando, Florida

The meeting of the ALEA Affiliate Council was called to order by Affiliate Council Chairperson, Barbara Tweedt. Handouts of the previous meeting minutes, the meeting agenda and the Affiliate Council Annual Report were distributed at the sign in desk. All in attendance introduced themselves. Forty-two people were present.

Barbara gave a briefing on the Affiliate Council Charter covering goals, programs, objectives and the importance of our participation in the Affiliate Council. The entire document can be found on the ALEA web site.

Dave Stancil made a motion to wave the reading of the minutes from the March 2, 2007 meeting, which was held during the HAI Convention in Orlando.

The past 2007 Regional Safety Seminars were discussed. Phil Bender, Eastern Region Director, gave a brief summary of the meeting in Columbus stating there were 60 attendees present compared to 55 in St. Louis. His goal is to have at least 70 attendees in the future. Other Safety Seminars were held in Jacksonville, FL and Annapolis, MD in January and May, respectively.

As a carryover from the Affiliate Council meeting of March 2nd in Orlando (HAI), Jim DiGiovanna led a discussion on an ALEA marketing strategy asking for ideas to enhance the visibility of airborne law enforcement and the importance of aircraft in crime fighting. He stressed the importance of getting this message to the decision makers including politicians, chiefs of police, city council members, etc. Members in general acknowledged the benefits of promoting airborne law enforcement but stated their advertising budgets are consumed by promoting their own companies. Dan Schwarzbach mentioned it is primarily the responsibility of the ALEA to promote airborne law enforcement and most members present agreed. Jennifer Thornton suggested the possibility of reciprocating ads in other industry related publications. Steve Yankee and Larry Roberts volunteered to work with Jim D. to devise an advertising plan and present it at the next Affiliate Council meeting in Houston during the HAI convention on February 25th 2008.

New Business.

ALEA Affiliate company memberships increased from 269 in November 2006 to 287 as of June 1, 2007 (+18). All representatives from new member companies who were present introduced themselves and their companies.

Jim DiGiovanna briefed everyone on the tech briefing schedule. All tech briefings were held on Thursday and had no competition from the regular training classes. Attendance during the classes ranged from 12 to 28. Dick Gilson from Avstar Media mentioned that he had 28 attendees this year compared to zero last year. Critique sheets were filled out by attendees with very favorable results. Two vendors didn't show to give their presentations and Jim D mentioned there was a waiting list for tech briefing slots who could have been assigned to those time slots. Classes held on Friday were staggered to allow more time on the show floor and no classes were held during the lunch crawl. Please send feedback (pros and cons) to Jim via e-mail at edcoordinator@alea.org. Barbara reiterated that the main purpose of the conference is training and that includes the manufacturer technical briefings.

The exhibit hall hours were discussed and most people in attendance were in approval of the current schedule. However this was started as a trial and is subject to change. Discussion continued regarding whether or not to continue the "lunch crawl" or to consolidate it with the Awards Luncheon. A suggestion was made to close the exhibit hall for a few hours to have the Awards Luncheon in place of the lunch crawl and continue the show after that. Alternatively, if the costs continue to escalate, the lunch crawl may be held only one day.

Another suggestion was to go to an Awards Banquet on one of the nights. Friday night was previously suggested but was disregarded because of the conflict with American Eurocopters "Friday Night Live" extravaganza. It was felt that an evening banquet during the conference could significantly increase attendance. The discussion regarding which night will have to be discussed by the ALEA Board of Directors and the companies that sponsor evening events.

Preregistration attendance was estimated at 1100 total with just under 600 attendees. The final tally per Nicole Gentile is 1480 total with a 50/50 split between attendees and vendors. This was a significant increase from last year.

Genesis 3 gave a briefing on the Wednesday Golf Outing stating there were 13 golfers and all had a great time. Their goal is to have 30 golfers next year. They confirmed that this to be a great networking opportunity. Whether you're a good golfer or bad, you'll have a good time; so please sign up for next year's event to be held in Houston.

Jennifer Thornton commented on the success of Air Beat Today and said it is a great medium for free press during the show and very inexpensive advertising. There were no other comments.

Barbara Tweedt brought up the Lunch Crawl for discussion. Steve Ingley stated that due to the extremely high cost for catering at the Orange County Convention Center, the cost of box lunches for just the attendees was over \$40K and to include the vendors

would have been over \$63K. That is well over the budget for this event. It was a general consensus that most vendors were surprised they were not included in the lunch crawl and had they known could have made other arrangements for lunch. Steve Ingley sent a letter to all vendors dated May 1, 2007 with this information but many booth personnel never received it due to their company's chain of command, individual locations or other reasons beyond their control. When and if a situation like this occurs again, the information will also be e-mailed to all addresses of the Affiliate Council and posted on the ALEA web site.

Greg Weitzman gave a briefing on the upcoming Western regional Safety Seminar in Sacramento, September 19 – 21. The three host agencies include Sacramento County Sheriff Air Support, Sacramento PD Air Support Unit and The Placer County Sheriff's Office Air Support Unit. The event will be held at the Lionsgate Hotel and Convention Center. In addition to standard hotel rooms, there are multi bedroom cottages available for companies or agencies with more than one person attending. Greg Bourland advised that this year's Central Regional will once again be held in Dallas at the Adams Mark Hotel, November 5 – 7 (Monday through Wednesday) and hosted by the Dallas Police Aviation Unit, Ft. Worth Police Aviation Unit and the Texas DPS Aviation Unit. Be sure to sign up for these events via the ALEA web site.

Sponsorships were also discussed. The cost of lunch or evening event sponsorship at a safety seminar is extremely expensive and vendors are asked to limit their participation to only one or two people per company or have lunch or dinner on your own. With respect to table top exhibits, as a reminder, all vendors agree to the terms and conditions for the Regional Safety Seminars stating they are limited to a maximum four foot high display and anyone wishing to have electricity must pay an additional \$50.00 per table top display.

The next Affiliate Council Meeting will be held during the Helicopter Association International annual conference in Houston on Sunday, February 25th, 2008. Please send any comments to Barbara Tweedt at btweedt@alea.org

The meeting was adjourned.

Jim Leslie

NAASCO

