

Minutes for Affiliate Council Meeting
March 2, 2007, 8:00 – 10:00AM.
Heli Expo, Orlando, FL

Affiliate Council Rep Barbara Tweedt called the meeting to order and a roster was circulated for sign in. All in attendance introduced themselves.

Handouts of the Revised ALEA Affiliate Council Charter and minutes from the Affiliate Council Meeting from July 21, 2006 were distributed. John Timm made a motion to wave the reading of the minutes from the July 21st meeting in New Orleans.

Results of the 2006 Annual Conference Affiliate Survey, which were distributed the end of August, were discussed. Survey questions focused on the 2006 ALEA conference schedule, the 2007 conference, and Affiliate support for marketing ALEA. There were only 16 respondents.

The 2006 and 2007 Safety Seminars were discussed and Barbara reiterated the need for vendors to read the Exhibit Guidelines that everyone “agrees to” when signing up for the seminar, in particular, the part about exhibit display height. Pop up displays should be no higher than 4 feet above the table top. These higher pop up displays should be located around the periphery of the room as to not obstruct the view others. Booth type displays are not allowed. Those vendors requiring electricity for their displays must also check the box “add electrical” for an additional \$50.

The Affiliate Council Buyers’ Guide Recognition Logo and Stars (which had been suggested by John Timm) were discussed and all attendees were in agreement that the Affiliate Council Logo be placed next to the vendors name for exhibiting at the ALEA Annual Conference and a star be placed underneath for every Regional Safety Seminar attended during that year. Thank you, John Timm!

Jim DiGiovanna asked for input on Marketing Strategy in support of Airborne Law Enforcement. Decision makers from chiefs of police to politicians need to know the importance and benefits of the Airborne Law Enforcement. This will benefit ALEA, its members and the Affiliates, not to mention the general public. A discussion followed with ideas on how to accomplish this mission. Scott Davis from Dallas Avionics asked what magazines / media would have the best exposure. Police Chief and Airbeat were mentioned. ALEA President Dan Schwarzbach said he will come up with a list of magazines / media with web sites that are widely read by law enforcement personnel. Scott also suggested the Affiliates pool their resources and do a combined ad in select magazines. Leonard Luke, Pilatus Aircraft, mentioned he did a study on different law enforcement media and the only positive results were from ALEA Airbeat and Police Chief, International Association of Chiefs of Police (IACP). This will be discussed in more detail at the next Affiliate Council meeting during the ALEA National in Orlando, July 11 through 14.

Barbara asked if there were any questions about the new Affiliate Council Charter at this time. There were none.

Presently there are 274 Affiliate member companies and this number has been relatively steady for the past few years.

Safety seminars for 2007 are listed on line!!

The cost and benefits of sponsorships was discussed. In the past few years, there have been nearly as many Affiliates as Professional members attending the regional seminars, making it cost prohibitive for most companies to sponsor an event. There were numerous suggestions about what to do including: limit the number of vendors per table top, vendors buy their own lunch or dinner, only members go to sponsored events, have all vendors pitch in and sponsor a lunch or dinner crawl, charge extra for more than two people per table top, vendors buy their own meal at a sponsored event. The final thought on this was that the vendors should police themselves and keep the cost to the company sponsoring the event in mind before attending. If there are any more suggestions or comments about this subject, please send them to Barbara Tweedt.

Dan Schwarzbach gave a briefing on the ALEA Annual Conference coming to Orlando in July. Exhibit hall hours are: Wednesday night's sneak preview will be only 2 hours instead of 3 hours; Thursday the Exhibit Hall will be opened from 1100 until 1600 and Friday from 1000 until 1600. There will be no classes on Thursday but classes will resume on Friday from 0800 until 1700. No classes will be scheduled during the lunch crawl. Booth tear down will start at 1600 on Friday. The Saturday night Awards Banquet has been changed to the Awards Luncheon starting at 1230 hours on Saturday afternoon. The convention will be held in the Orlando Convention Center in the exhibit halls closest to the Rosen Center Hotel.

Jim DiGiovanna gave a presentation regarding vendor technical briefings. There are 112 hours of training time with 32 hours devoted to vendor briefings during non-competing times. All briefings will be held in the classrooms. The Product/Technical Briefings will take place on Thursday afternoon, July 12, 2007 from 1 – 4 pm. Affiliate members may sign up for **ONE** 45 minute spot. Companies can sign up for more than 1 slot on a space available basis. The briefings will begin on the hour with a 15 minute break in between to allow each vendor an opportunity to set up and begin promptly on the hour. The briefings should be focused on education and training on their product and what their product can do, rather than simply a sales or marketing message. Requests will be handled on a first come, first served basis.

The deadline to submit the request and to have the class listed in the conference edition of AirBeat was March 7, 2007. If all of the spots are not filled by that date, ALEA will continue to accept requests up until May 31st. After that date, no more requests will be taken. Interested companies should complete the online vendor request form. As of this meeting date, only 9 vendors have contacted Jim D. regarding technical briefings and there are 28 slots available.

The annual Golf Outing will be once again sponsored by Genesis 3. Anyone interested can sign up on line.

Dan S. briefly described the benefits of moving the ALEA headquarters to the Washington D.C. area. The move went well and came in under budget. ALEA now has better relationships with organizations like AOPA, HAI, National Sheriff's Association and others, along with some very important people. Steve Ingley, ALEA Executive Director, commented there is one more benefit. He got hired.

A motion was made and seconded to adjourn.

Jim Leslie

NAASCO