



TO: ALEA Board of Directors

FROM: Ed Van Winkle, Corporate Council Representative

DATE: June 24, 2011

SUBJECT: Tab R (3) Corporate Council Meeting Minutes from March 8, 2011

Meeting minutes: March 8th 2011

Call to Order

Meeting was called to order by Ed Van Winkle at 0805 hours.

Ed introduced the ALEA Board members present, including Dan Schwarzbach and Greg Weitzman (along with Jennifer Thornton and Jim DiGiovanna). A total of 12 Corporate Members were present (including Ed).

Old Business

All attendees were presented with a copy of the agenda and the minutes from the July 2010 meeting in Tucson, in addition to the ALEA Anti-Trust Statement.

A motion was made by Phil Fienen to waive the reading of the minutes. Motion passed.

The ALEA Anti-Trust statement was read by Ed Van Winkle.

Ed reviewed the membership statistics and discussed his surprise that Corporate Members have increased by 3.1% and Individual Members have increased by 8.6%.

New Business

Ed summarized the Exhibitor Surveys from the ALEA Annual Conference in Tucson. Six of the 12 surveys rated the event as satisfactory or better, and most of the negative surveys commented on the lack of traffic on the Expo Hall floor.

There was open discussion about ways to get attendees onto the Expo Hall floor, both at the Annual Conference and Regional Safety Seminars. Ed listed the actions taken to increase traffic for the corporate members, as follows:

1. Comments by the Regional Representative or Corporate Council Representative during opening comments to encourage attendees to visit corporate member booths.
2. Posting in the Corporate Members forum on the ALEA website to encourage attendee-vendor interaction.
3. Methods for getting more Unit Commanders to ALEA events
 - a. Emails from sponsoring agency Commanders to area LE executives
 - b. Change in name of Unit Cmdr Forum to more of a training-centered event

Dan Schwarzbach reported on future ALEA Annual Conference sites.

Members discussed the need to get mechanics more involved in ALEA, since many of the pilots & TFO's in attendance at ALEA events do not seem to be interested in maintenance or support information.

Ed summarized several topics discussed during the Board of Directors meeting in New Orleans in January

1. Regional Safety Seminars will be held Tuesday-Thursday (rather than Wednesday-Friday); this should help increase attendance on the second day of the Safety Seminar
2. There was open discussion regarding classes and location of classes and technical briefings at the Annual Conference.

Dan Schwarzbach reported on the availability of AirBeat in digital format, in addition to some new awards for the Annual Conference in July.

Phil Fienen moved to close the meeting at 0859, and the motion passed.