

**Corporate Committee Meeting  
September 19, 2011  
7:30 a.m.  
Tucson, Arizona**

**I. Welcome and Introductions**

**Attendees:**

Stacy Hollowell, Chair	Siemens
Claudia Holliway, Vice-Chair	Michael Baker Jr., Inc.
Dan Duggan	AAAE
Jim McGrath	CSSI, Inc.
Carlos Maeda	Kimley-Horn & Associates
Richard Horstmann	Urban Engineers
Jon Faucher	Mead & Hunt
Keith O'Conner	Jacobs
David King (for Al Pramuk)	Gresham Smith & Partners
Mark Sapp	AirIT
Bill Sandifer	RS&H
John Duval	Austin Commercial
Geoffrey Baskir (for Roddy Boggus)	Parsons Brinckerhoff, Inc.
Jim Harris	Coffman Associates
Earl Eckert	Clear Channel
Ben DeCosta	DeCosta Consulting, LLC
Mark Richter	Ricondo & Associates
Flossie Mohler	Miller Edge

**Welcoming Remarks:**

Ms. Stacy Hollowell welcomed attendees. All in the room made brief self-introductions.

**General Announcements:**

***Corporate Committee Membership***

Stacy Hollowell presented an overview of / reiterated the conditions of Corporate Committee Membership:

- There is no additional cost to become a member of the Corporate Committee, but you must be a Corporate Member of AAAE in good standing (annual dues paid)
- Important to note that each corporation must sign up for the Corporate Committee **on an annual basis** – membership does not renew automatically. Interest in serving the Committee is to be submitted to Spencer Dickerson ([spencer.dickerson@aaae.org](mailto:spencer.dickerson@aaae.org)), or Amy Trivette ([amy.trivette@aaae.org](mailto:amy.trivette@aaae.org)).
- Each Corporate Member may designate only one representative to vote on any initiatives or ratify any Committee motion.
- Representatives are encouraged to nominate themselves to be on the Steering Group as terms expire (terms are staggered)

- Representatives are encouraged to sign up to participate in a Work Group by contacting the appropriate Steering Group leader. Groups, leaders and activity are described below.

## **II. Steering Group Updates**

An overview of the Steering Committee was provided by Stacy Hollowell. Ms. Hollowell noted that due to changes within Corporate Membership, positions were being vacated. As of May 19, the Steering Committee roster is as follows:

Stacy Hollowell  
 Claudia Holliway  
 Lisa Pyles  
 Jim Buckley  
 Carlos Maeda  
 Richard Horstmann  
 Keith Mawson  
 Bill Sandifer  
 John Duval

Ms. Hollowell noted that there had been a Call to Interest made to existing Committee Members regarding the Steering Group positions and that Letters of Interest had been received. She stated that existing Steering Group members would be reviewing such in the near future.

## **III. Updates to Governing Rules / Additional Committee Business**

Stacy Hollowell stated that there are provisions within the Committee's Governing Rules which are outdated / obsolete due to the "age" of the Committee. Near term actions as they relate to amending the Governing Rules are:

- The Steering Group will recommend revisions / amendments
- The Committee will approve such via special communications
- The Rules will be ratified at the next Corporate Committee Meeting

Ms. Hollowell reminded those in attendance that the AAAE Website includes a Corporate Committee page. Items routinely posted are:

- Committee Meeting Minutes
- Committee Board Reports
- Other Communications
- White Papers, etc.
- Current Committee Membership Roster

Ms. Hollowell informed attendees that the Corporate Committee's Mission Statement had been ratified at the meeting in Atlanta, Georgia. She added that the Statement is to be ratified annually; this to occur at the AAAE Annual Conference. As ratified, the Mission Statement is:

*"The mission of the AAAE Corporate Committee is to foster communication, participation and value with corporate members and AAAE."*

## **IV. Progress of Goals**

Stacy Hollowell led a discussion of the Committee's current goals as ratified by the Committee at the meeting in Atlanta, Georgia / subsequent Steering Group actions:

- Provide corporate members input at the policy level by being members on the Board of Directors (as reported by Stacy Hollowell)
  - Stacy Hollowell
  - Claudia Holliway

*Stacy Hollowell and Claudia Holliway, through Board membership, ensure that Corporate Members are being made aware of the Board's activities, are monitoring resolutions, are being effective in policy reviews / implementation at a National level, etc.*

- Increase participation on other AAAE committees, conferences and meetings to provide technical assistance and airport member interactions (as reported by John Duval)
  - Lisa Pyles
  - John Duval

*Mr. Duval stated that he spoke with Jacky Sher Raker and Spencer Dickerson regarding representation within the organization for inclusion as much as possible, in addition to making certain "our voices are heard" and opinions are included within AAAE. Mr. Duval created a list of AAAE Committees and recommended those he felt on which Corporate Members (as a priority) should sit:*

*Corporate  
Training  
Academic  
Annual Conference  
Transportation Security Services  
Operations, Safety and Planning  
Technical Services  
Environmental Services  
Diversity  
General Aviation Airports  
Foundation*

- Work with AAAE staff to expand programs that encourage interaction with select airport members (as reported by Stacy Hollowell)
  - Jim Buckley
  - Stacy Hollowell

*Ms. Hollowell reminded all that Corporate Members should take advantage of the opportunity available in Airport News Today. Members can submit a 50 word company description for inclusion in the publication at no cost. To date, no one has done this. As an action item, Ms. Hollowell will disseminate related information via mass-communication in an effort to garner Corporate Member participation.*

- Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues (as reported by Carlos Maeda)
  - Carlos Maeda
  - Bill Sandifer

*Mr. Maeda began his overview by presenting the Work Group's 3 major objectives:*

- 1. Identify companies who attend the AAAE Annual Conference and who are NOT Corporate Members*
- 2. Create and distribute a flyer that solicits attendance at the Conference and invites recipients to stop by the AAAE Booth, meet the AAAE staff, etc.*
- 3. Track results of the mail out*

*As it relates to item #2, Mr. Maeda indicated that Roddy Boggus suggested making improvements to the flyer; differentiators should be identified, created, and added.*

*Additional information related to this goal during discussion included:*

- *Develop a mentoring program*
- *Have Amy Trivette provide periodic new member updates to determine success of outreach and communications (MultiView is the tool used by AAAE)*

- Investigate use of Social Media; perhaps establish a sub-group to include Corporate Members and draw upon AAAE staff for assistance in updates, maintenance, etc.
- Work with Exhibitors (Stacy Hollowell has done this) and visit booths, poll the crowd, inquire as to overall satisfaction of being an exhibitor
- Include New Exhibitors in communications
- Provide information regarding the Corporate Committee in Exhibitor Communications
- Give the Corporate Committee a “sneak peek” as to who will be participating

Ben DeCosta suggested that the Committee use the attendee pre-registration list to make contact. Dan Duggan indicated that AAAE staff could devise a form letter to be sent by the Committee.

- Work with AAAE staff to identify enhanced services for corporate members and establish guidelines to ensure corporate members benefit from checks and balances when services are solicited by AAAE (as reported by Richard Horstmann)
  - Richard Horstmann
  - Keith Mawson

Mr. Horstmann reported that currently, a Corporate Member can have 3 staff people in the Certified Member (CM) program at one time. Once graduated from the program, the Corporate Member can then put 3 more staff people into the CM program. If the employee remains employed by the company, he or she can maintain CM designation under the Corporate Membership. If an individual leaves the company, he or she is to pay for an individual membership to maintain CM status.

As for enhanced services, Mr. Horstmann reported that the Corporate Member’s Primary Point of Contact (as listed by AAAE) will still get all printed and electronically distributed materials, i.e., Airport Magazine, Airport Report Today and other items. However, other staff members can go to the AAAE web site and register themselves under the company’s Corporate Membership. This will give them access to the AAAE web page and ensure that all e-mails from AAAE regarding future meetings, Committee information, etc. are received.

**Special note: Follow up with AAAE Staff resulted in the following clarification to the topics above:**

**Regarding C.M. Certification under the Corporate Membership**

In addition to confirming the statement made by Mr. Horstmann during the meeting, AAAE Staff indicated that if a fourth employee wants to enter the C.M. program, it is allowed as long as an additional individual membership is purchased.

**Regarding the Corporate Member Receiving all AAAE Information**

In addition to the report made by Mr. Horstmann, AAAE staff confirmed that all staff who have accounts under the Corporate Membership will have access online to Airport Magazine, Airport Report Today and other communication vehicles, such as meeting notices and information from any Committee to which they belong. This should help prevent the Corporate Member’s Primary Point of Contact from having to be a gatekeeper for all information that is sent by AAAE.

*Additional items for consideration, as requested of AAAE staff by Mr. Horstmann during his recent meeting with Spencer Dickerson et al include:*

1. Provide advance notification to corporate members regarding airports that will be attending meetings.
2. Allow Corporate Members access to meeting attendance lists after the meeting has taken place.
3. Provide additional benefits to companies that sponsor National AAAE events along with AAAE Chapter events.

*Mr. Horstmann noted that this is a work in progress and that he is trying to avoid AAAE's incurring additional cost as a result of the effort. However, he is looking at how Corporate Members can get the "best bang for their buck." To this point, Dan Duggan offered that AAAE Staff will be looking at / working on enhanced sponsor benefits at the AAAE Staff Retreat.*

**Special note: Follow up with AAAE Staff regarding the above topics resulted in the following conclusions:**

1. AAAE does provide an advance listing of attending airports for the Annual Conference on its related website, but with over 100 meetings each year, there are not sufficient resources to provide this service for all events at this time.
2. Attendee lists are provided to all paid meeting attendees. It is the position of AAAE that this should remain an incentive for attendance.
3. AAAE Chapters function structurally (separate Board and Committee staffing) and fund events independently of the national organization and therefore it is not possible from an accounting standpoint to facilitate a combined discount for sponsors of Chapter and National events.

*As it relates to the proposed investigation of establishing guidelines and checks and balances where services are solicited, Mr. Horstmann attempted to work with Belinda Hargrove, who requested that this become an Action Item; she was not available.*

- Enhance communication of corporate information valuable to airport members (as reported by John Duval)
  - Claudia Holliway
  - John Duval

*Mr. Duval recommended that Corporate Members enlist as presenters at events, which garners face time with other members and promotes recognition of the firm. Additionally, while not included in the Meeting Agenda under this goal (see Other Business in the agenda), ideas for future white papers and the creation / implementation of industry-related tutorials should be included here. Ms. Hollowell reminded attendees that white papers are posted on the Corporate Committee site and can, after discussion, be included in the Board Report.*

## **V. Creation of Sub Committee Related to AAAE Revenue Generation**

The floor was open for discussion. It was determined that while no longer an issue, a follow up to SAAMS should be done so that existing AAAE procedure might be reviewed to determine better communication and RFP issuance procedure when service contracts are being considered. In addition, other possible considerations to be made are broader dissemination of information, involvement at the Board level, and more transparency where there is potential conflict of interest between AAAE and Corporate Members.

The Committee agreed that Stacy Hollowell and Claudia Holliway should be the Sub-Committee due to their positions on the AAAE Board.

## **VI. Other Business**

Mark Sapp stated that the Airport IT Conference was removed from the 2010/2011 Conference Calendar. Mr. Sapp asked that AAAE staff support the concept of its being a "day-long tag on" at an existing Conference. He conceded that perhaps the meeting couldn't support itself. Mr. Sapp asked that the Committee investigate the feasibility of the add-on concept. John Duval offered to research the appropriate meeting. Ben DeCosta added that IT is a very important subject as it relates not only to the general concept of IT, but is a revenue source to airports, is used for customer service, etc. He agreed that adding it to an existing conference (where it fits) warrants research.

**Special note:** *In response to the suggestion, John Duval reached out to those organizing the GIS conference to see if they might entertain the thought of an IT add-on; the request was met with very positive response. Currently, they are looking at the 2013 conference (as planning is quite far along for the 2012 event).*

*As it relates to the above, Stacey Hollowell added that the Corporate Committee exists to be the “voice” of the Corporate Member community and that this is a fine example of being heard. Ms. Hollowell encourages Corporates to reach out to Steering Group members with ideas or suggestions, as the group is there to support its constituency.*

Claudia Holliway reported that while SAAMS is a “dead issue” to the Committee, she recently sat in on a presentation made by Greg Mamary, AAAE. She informed the audience that fears and negative perception of the program should be set aside in that Mr. Mamary was doing an exemplary job in describing the AAAE function as being “data storage” versus data collection; his message included numerous references to the “more than / highly qualified consultants who gather the information that goes into AAAE’s system.” Ms. Holliway openly praised Mr. Mamary and AAAE for their efforts.

## **VII. Next Meeting**

The next meeting of the Corporate Committee will take place at the ACC/AAAE Airport Planning, Design & Construction Symposium (Feb. 29 – Mar. 2), in Denver, Colorado. The Corporate Committee meeting will take place from 4:30 – 6:00pm on February 28. Physical location will be announced at a time closer to the Conference.

The meeting adjourned at 8:45 a.m.

Respectfully Submitted,

Claudia B. Holliway, Vice Chair