AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES

CORPORATE COMMITTEE

DATE: September 18, 2011

TO: AAAE Board of Directors / Policy Review Committee

FROM: Stacy Hollowell, Siemens Corporation – Chair
Claudia Holliway, Michael Baker Jr. – Vice Chair

RE: Committee Report

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The Corporate Committee met May 15 during the Annual Conference and February 24 during the ACC / AAAE Planning, Design and Construction Symposium. The Committee meets next on September 19 during the National Airports Conference. At the last meeting, the Chair and Vice Chair responsibilities were transferred to Stacy Hollowell and Claudia Holliway, respectively. Subsequently, both were installed onto the AAAE Board of Directors at the Executive Breakfast, held May 18.

The Corporate Committee Steering Group has two new members, John Duval of Austin Commercial and William Sandifer of RS&H. Due to unforeseen circumstances, three existing members of the Steering Group have had a change of employment and may be unable to continue to serve on the Committee or the Steering Group. Nominations are currently being solicited to replace the vacant positions. Due to the remaining terms of some of the affected parties, and term limits currently in place, the Steering Group is working to determine whether adjustments to the Governing Rules need to be made to cover previously unconsidered circumstances and to retain the diversity of the Steering Group as it was originally designed.

At the last Committee meeting, it was determined that the existing Working Groups and the Steering Group members assigned to each, required adjustments. Following are the newly ratified work groups as well as an update on their progress:

1. Provide corporate members input at the policy level by being members on the full Board.
    a. Regular representation at Board meetings by Chair and Vice Chair.

    b. Alternative language to existing Resolution pertaining to Cloud Computing delivery was proposed, ratified by the Committee, and entered into record at the Executive Breakfast on May 18
2. Increase participation on the other AAAE Committees, conferences and meetings to provide technical assistance and airport member interaction.
    a. Staff of AAAE is assisting with rosters from past meetings for use in solicitation to prospective Corporate and Corporate Committee members
3. Work with AAAE staff to encourage interaction with select airport members
    a. The Chair personally walked the exhibit hall at the Annual Conference to introduce herself and the Corporate Committee to new exhibitors in an attempt to encourage them to become a Corporate member if they had not already done so and to inform them that the Corporate Committee was in place for them
    b. AAAE Staff has been very responsive to help identify existing members and document new or recurring members as they indicate their desire to join the Corporate Committee
4. Work with Corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues
    a. Have been working with AAAE Staff ot identify companies to target for Corporate Membership in AAAE
    b. Created and distributed a letter outlining the benefits of Membership
    c. Investigating the possibility of creating a mentoring initiative for new companies who join AAAE and the Corporate Committee
5. Work with AAAE staff to identify enhanced services for corporate members
    a. Meeting held with several members of AAAE Staff on August 26 to help flush out and differentiate benefits for potential and existing members and how to better market them to prospects
6. Enhance communication of corporate information valuable to airport members
    a. This workgroup has a new Steering Group member assigned and is working to develop content that can be posted to the AAAE website on the corporate Committee page
    b. There is an investigation into the use of a tool (Constant Contact) to communicate on a more regular basis to the Board and to the membership

The Committee will report as progress is made on these goals.

At the last meeting, the floor was opened for additional suggestions from the members and the following was offered up for consideration:

- The request to form a sub-committee to help develop a productive means to establish better two-way communication between the Corporate members and the Executive Committee, particularly as it pertains to future revenue generating

opportunities developed by AAAE. The Members fully understand that there may be future projects planned that could have impact upon a select group of or segment representation of the Membership, and would like the opportunity to work together to increase communication and awareness. One of the workgroups has taken this initiative on and is working to create a sub-committee representative of the diverse Member categories

- There was discussion around the shortfall in meetings covering some topics, such as IT issues, and the impact it potentially has on participation. Other opinions were put to the floor to consider reducing the number of overall meetings and conferences, and whether there was an opportunity to combine some or create conference add-ons to help reduce the overall number (which may be causing undue competition for attendees) We will explore these further at the next meeting

We have some challenges (the inherent affect of a poor economy on membership) and some exciting opportunities for growth in the coming year! As always, thank you for including the Corporate Committee.