

Corporate Committee Meeting Minutes

April 29, 2012

12:00 p.m.

Phoenix, Arizona

I. Welcome and Introductions

Attendees:

Stacy Hollowell, Chair	Siemens
Claudia Holliway, Vice-Chair	Michael Baker Jr., Inc.
Amy Trivette	AAAE
Jon Faucher	Mead & Hunt, Inc.
Tom Wunk	Scheidt & Bachmann
Allan Shapiro	Ross & Baruzzini
Jordan Taylor	Leo A. Daly
Robert Pulley	ISS Facility Services
Steve Harris	Lochner
Mark Sapp	AirIT
Belinda Hargrove	TransSolutions
Kristin Shaw	SITA
Roddy Boggus	Parsons Brinckerhoff
Justin Thompson	Thompson Contract, Inc.
Ingmar Krupp	Kusch & Co. Germany
David King (for Al Pramuk)	Gresham, Smith & Partners
Carlos Maeda	Kimley-Horn & Associates
Crag Phipps	KSA Engineers, Inc.
Bill Sandifer	RS&H
Ben DeCosta	DeCosta Consulting, LLC
Susan Prediger	SP Consulting, LLC

I. Welcome, General Announcements and Introductions

Ms. Stacy Hollowell welcomed attendees. All made brief self-introductions. Ms. Hollowell noted that the Committee was entering into its 4th year and that it had gained much momentum and was enjoying great success. Ms. Hollowell spoke of the positive response toward the Committee's efforts received from members of the AAAE Board of Directors Executive Committee following the oral Committee report she gave at the Board of Directors meeting, which was held on Saturday, April 28, 2012.

II. Ratification of Mission Statement

Ms. Hollowell read the Committee's existing Mission Statement, which is to be ratified by Committee membership on an annual basis:

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

Mr. Mark Sapp moved to approve and Ms. Claudia Holliway seconded the motion. All in attendance supported the motion; as a quorum was in place, the Mission Statement was ratified.

III. Committee Membership

Ms. Hollowell gave a brief overview of the value of being a Committee Member, in addition to its being a free tool for Corporate Members within the organization. She explained that all participants had to renew their membership annually through AAAE. Ms. Hollowell also explained the tenets of Committee membership as follows:

- *There is to be diversity on the Committee;*
- *The Committee is for all Corporate members representing the many facets of the industry;*
- *The Committee was created to ensure that there is two-way communication within AAAE; and*
- *It is the Committee's goal to ensure that Corporate members get the highest possible exposure within the organization.*

Ms. Hollowell provided AAAE Committee Request forms for completion on site. Multiple forms were collected by Ms. Holliway and Ms. Amy Trivette at the end of the meeting.

IV. Progress of Goals

Note: Mr. Roddy Boggus and Mr. John Duval asked to report immediately following Ms. Hollowell's presentation of items I-III. However, the order in which the progress of goals is presented here as typical in order to facilitate document formatting.

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

Ms. Hollowell reminded those in attendance that she had been nominated to serve another year on the Board of Directors and was awaiting approval pending the Executive Business Breakfast (Wednesday, May 2, 2012). Ms. Hollowell reiterated that she and Ms. Holliway, through Board membership, ensure that Corporate Members are being made aware of the Board's activities; likewise that the Board is kept informed of the Committee's efforts. She restated that the Executive Committee was highly supportive of the Committee's efforts, to include the "Fishing for New Members" campaign, which was subsequently discussed (see goals below).

- Increase participation on other AAAE committees, conferences and meetings to provide technical assistance and airport member interactions.
 - Mark Sapp
 - John Duval

There was nothing to report.

- Work with AAAE staff to expand programs that encourage interaction with select airport members (as reported by Mr. Sapp).
 - Mark Sapp
 - Stacy Hollowell

Mr. Sapp indicated that he and Ms. Hollowell were currently looking into ways to build upon this goal.

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

Mr. Maeda indicated that there had been great discussion as to this goal, in particular the mentoring program that Mr. Bill Sandifer had developed. Ms. Hollowell noted that when this was

reported at the Board meeting, the Executive Committee and Board in general demonstrated interest in the program and gave it a nod of approval. In summary:

1. Mentoring Program

Mr. Maeda explained that Mr. Sandifer created guidelines for the program, which were approved by the Steering Group. It will be used to secure new and retain existing members of the Committee. The Chair, Vice-Chair and Steering Group will appoint mentors based on a show of individual interest and will oversee the “matchmaking” process. There is sincere hope that this program will be of great value in getting Corporate Members engaged in the organization.

2. Use of Technology

Mr. Maeda spoke of the importance of using technology. Ms. Hollowell asked Ms. Hollaway to provide a brief overview of the postcard created to distribute in the Exhibit Hall that included a Corporate Committee Quick Response (QR) Code, which when scanned, goes directly to the Corporate Committee website.

3. Work with Exhibitors

Ms. Hollowell again mentioned the “Fishing for New Members” promotion; Steering Group members were to take shifts in the Hall and distribute the postcard with a bag of Goldfish snacks to exhibitors while introducing themselves and giving an overview of the Committee and its desire for a diverse membership. All exhibitors (new, returning, non-members, members, etc.) were to be approached.

4. Communications

Ms. Hollowell stated that the next edition of the Corporate Committee Newsletter would be issued shortly after the AAAE Annual. She reminded those present to email news, company events, and items of interest to Amy Trivette for inclusion in the document.

- *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.*

- *Richard Horstmann*
- *Bobbi Thompson*

There was no report given.

- *Enhance communication of corporate information valuable to airport members (as reported by Mr. Boggus).*

- *Roddy Boggus*
- *John Duval*

Mr. Boggus began his overview by stressing that funding remains a critical issue to the industry as a whole, but specifically to the Corporate community as consultants, vendors, and other specialists have a great stake in the issue. Mr. Boggus acknowledged that he drafted a letter which will be presented to the AAAE Board of Directors Executive Committee in the near future. Mr. Duval is currently reviewing the document. Mr. Duval noted that concerns over PFC’s are still at the forefront of many funding discussions. He indicated that the Committee should have a “seat at the table” to support the efforts of the AAAE Board and Executive Committee. He stressed that the Committee should use its collective resources to be of assistance in discussion and efforts currently ongoing at the Board level. To that end, Ms. Hollowell indicated that the members of the Executive Committee are receptive to this. Mr. Ben DeCosta offered that there needs to be a single voice in the issue, particularly as it relates to dialogue with Congress. He stressed that while the Reauthorization is for multiple years, the budget is a single year process; this needs to be considered and discussed as it is at the crux of the matter. Mr. DeCosta added that in addition to AIP and PFC, there must be a third means of deregulation, perhaps PPP. Mr. Boggus added that action needs to be taken immediately as the fiscal year is half-finished. He

closed by reiterating that all aspects of AAAE membership must become one group, a united front, if discussions were to produce positive benefit to all stakeholders.

V. Other Business

- Letter to Executive Committee (see discussion above)
- Other topics (none)

VI. Next Meeting

The next meeting of the AAAE Corporate Committee will take place during the Russell J. Hoyt National Airports Conference (NAC) on **Monday, October 22, 2012 at 7:30 a.m.** The exact location of the meeting will be announced in the near future.

The meeting was adjourned at 12:55 p.m. Those Committee members remaining participated as described below.

Break into Work Groups

New to this meeting and previously approved for use by the Steering Group, the items below were developed. Groups generated initial ideas for future consideration by “white boarding” collective thoughts. Results were as follows:

- **Let’s Get Social!** Join this group and brainstorm on ideas to leverage social media to attract and communicate with new and existing Corporate Committee members. Several great ideas were generated at the February Committee meeting and this is a great opportunity to follow up on them and see if there are new ideas!
 - *Need a list of everyone with a Twitter account*
 - *Consider using Social Media as a platform to form specialty groups*
 - *Survey – who’s using and what outlet (s)*
 - *As Sean Broderick about existing LinkedIn*
 - *Can we leverage and assist AAAE with podcast attendance via Corporate Committee Social Media?*
 - *Put up a Committee table at major events*
 - *Sister Committees across other organizations*
 - *Link to Multiview – new exhibitors*
 - *Corporate Committee Hashtag (#....)*
 - *Use Social Media to identify specialty topics and form specialty groups – generate White Papers*
 - *Find a means to distribute White Papers*
 - *Use Social Media to reach Corporate Members – “did you know” – to share benefits with the whole company, not just Corporate member reps*
 - *Blogs and micro blogs*
 - *Add a Twitter handle to membership forms*
- **What’s on Your Wish List?** Perhaps it is more face time with AAAE members, or an opportunity to share your company’s information. Maybe you are looking for partners to deliver bundled services to the airport community. Join this group to discuss topics and services that you – as a member of the Corporate Community – would find valuable.
 - *Globally distributed survey to determine common issues (perhaps by Airport size) and create a database to track trends on a continuing basis*
 - *Develop guidelines so that AAAE does not compete with members as it relates to revenue generation*
- **Who’s Picking up the Tab?** Airport funding is a source of grave concern. What are your thoughts on PFC’s? On self-funding projects? Do you have the resources? Hitting

roadblocks? What happens when the current funding apparatus (like FAA Reauthorization) expire? Join this group and put your ideas out there!

- *Agree with Ben DeCosta's recommendation of "One Voice" (i.e. no dilution)*
- *Explore/determine PPP as a possible 3rd option*
- *Study the deregulation of funding Capital programs*
- *Utilize resources such as Financial Planners (Landrum & Brown, Ricondo, Leigh Fisher) for funding discussion*
- *Teresa Coutu is a Corporate Committee member; utilize her as a resource*
- **Show me the Way!** The Corporate Committee has created a Mentoring Program – want in? Join this group to learn more about how you can get involved, as a mentee or potential mentor. Discussions will include areas of mutual benefit to Corporate Members. Hey, we all need a little help from our friends!
 - *There were no white board comments, but Mr. Sandifer will follow up with those interested in participating in the program*

Respectfully Submitted,

Claudia B. Holliway, Vice Chair