

**Corporate Committee Meeting Minutes
February 28, 2012
6:00 p.m.
Denver, Colorado**

I. Welcome and Introductions

Attendees in Person:

Stacy Hollowell, Chair	Siemens
Claudia Holliway, Vice-Chair	Michael Baker Jr., Inc.
Amy Trivette	AAAE
Carlos Maeda	Kimley-Horn & Associates
Richard Horstmann	KS Engineering
Wilson Rayfield	Gresham Smith & Partners
Mark Sapp	AirIT
Bill Sandifer	RS&H
Flossie Mohler	Miller Edge
Katie Chou	Hatch Mott MacDonald
Roddy Boggus	Parsons Brinckerhoff
Stephen Bennett	Swanson Rink
Belinda Hargrove	TransSolutions
Allan Shapiro	Ross & Baruzzini

Attending by Phone:

Bobbi Thompson	Airport Business Solutions
Gary Harvey	Othon
Niren Choudhury	Alcatel-Lucent

Welcoming Remarks:

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

General Announcements:

Work Groups

Ms. Hollowell encouraged those in attendance to strongly consider participating in the Committee's work groups. She noted that further discussion by group leaders would be offered later in the meeting.

II. Ratification of revisions to Governing Rules

Ms. Hollowell stated that she had received many proxy votes to approve the revised Governing Rules. Mr. Gary Harvey noted that he had recommended further revisions to the rules via email to Ms. Hollowell and Ms. Claudia Holliway post-the Steering Group's having made amendments. Ms. Hollowell explained that the Steering Group had spent a great deal of time making revisions and that his input and others' would be given consideration in the future. Mr. Harvey suggested that when making amendments, the Steering Group should issue a marked-up version of the

document to the Committee so that members can review and clearly understand the changes being made. Ms. Hollowell took the recommendation under advisement.

Mr. Mark Sapp moved to approve the Governing Rules as amended; Mr. Richard Horstmann seconded the motion. All in attendance supported the motion; as a quorum was in place, the motion carried. The updated Rules will be posted on the AAAE / Corporate Committee website.

III. Nomination of term extension for the current Corporate Committee Chair to the AAAE Board of Directors for one year

Ms. Holliway gave an overview of the need to nominate Ms. Hollowell to a one year term on the Board so that she can fulfill her obligation to the Committee as its Chair and one of its Board representatives. She noted that in a special e-meeting of the Steering Group that Ms. Hollowell's nomination had been approved and that ratification by the Committee was needed in order to advance such to the AAAE Nominating Committee. Ms. Bobbi Thompson moved to approve the nomination and Mr. Niren Choudhury seconded. All in attendance supported the motion; as a quorum was in place, the motion carried. Ms. Holliway will forward the nomination, which is to include Ms. Hollowell's biography and a letter of endorsement from her employer, to Mr. Jim Bennett, AAAE Nominating Committee Chair, and Mr. Spencer Dickerson, AAAE.

IV. Introduction of New Steering Group Members

Ms. Bobbi Thompson

Ms. Thompson is the Executive VP of Airport Business Solutions and COO of ABS Aviation Management. She also serves as Airport Manager of the Minden-Tahoe Airport. Ms. Thompson has been a member of AAAE since the 1960s, involved with FBOs since the '70s and has been a member of multiple ACRP panels throughout her career.

Mr. Mark Sapp

Mr. Sapp is the VP of Business Development and Marketing for AirIT. He has been involved with Aviation all his life, to include his being raised the son of an Aircraft Mechanic. Mr. Sapp started his career in 1972 with Airlines; he was involved in Operations then moved to IT. He has been with AirIT for nine years.

Mr. Roddy Boggus

Mr. Boggus is the National and World Aviation Director and Sr. VP for Parsons Brinckerhoff. He oversees both the firm's Americas Aviation and Global Aviation programs. Mr. Boggus began his career in 1987 as an aviation consultant to (respectively) American Airlines and Continental Airlines. Mr. Boggus moved to the Airport arena in 2003. In addition, he is an Architect by education and trade.

Ms. Hollowell reminded the Committee of its tenured Steering Group members to include herself, Mr. Bill Sandifer, Mr. Carlos Maeda, Mr. Horstmann, Mr. John Duval and Ms. Holliway. She closed the agenda item by adding that:

- *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.*

V. Progress of Goals

- 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 and Ms. 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. Further, both ensure that critical information is included in Board materials in an effort to keep members and the Executive Committee apprised of the Committee's efforts and membership's needs.

- Increase participation on other AAAE committees, conferences and meetings to provide technical assistance and airport member interactions (as reported by Ms. Hollowell on behalf of Mr. Duval and Mr. Sapp)

- Mark Sapp

- John Duval

Ms. Hollowell reminded the Committee of Mr. Duval's recommendation that individuals within Corporate Member entities participate in AAAE Committees (in addition to Corporate) to make certain "our voices are heard" and opinions are included within AAAE. Ms. Hollowell cited the following:

Training

Academic

Annual Conference

Transportation Security Services

Operations, Safety and Planning

Technical Services

Environmental Services

Diversity

General Aviation Airports

Foundation

Mr. Sapp reminded the Committee that he had voiced concerns at the last meeting regarding the omission of AAAE specialty conferences, specifically, the IT for Airports meeting. He noted that this had been fitting the needs of many airports and was a strong vehicle through which Corporate Membership specializing in the field could participate in an educational and peer role with Executive members. Mr. Sapp reiterated that this should be considered for being an add-on to other meetings and that it is imperative that the Committee "keep an eye on" and continue to discuss the issue.

At the conclusion of the presentation, Mr. Choudhury offered to assist in leading any IT discussions the Committee has.

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

- Mark Sapp

- Stacy Hollowell

Ms. Hollowell and Mr. Sapp noted that work is being done to carefully review (in advance) those who will be attending meetings in an effort to track information. Additionally, Ms. Hollowell noted that AAAE has achieved success in providing exhibitors enhanced exposure in the hall in that staff has implemented a program in which exhibitors may identify those Executive members they wish to have visit their booths; AAAE staff acts as a "matchmaker" in the process. Further, Ms. Hollowell indicated that Ms. Amy Trivette and Mr. Dan Duggan, AAAE, are looking into additional opportunities to increase exposure for Corporate Members that exhibit at and sponsor AAAE conferences.

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

Mr. Maeda reminded the Committee that means of increasing Corporate membership were presented at the previous meeting. He indicated that he had been in discussion with Ms. Hollowell concerning the issue. Mr. Maeda addressed the following efforts:

1. Mentoring Program

Mr. Sandifer will be drafting an outline as to the parameters of the program; this is forthcoming in the short term.

DISCUSSION:

Mr. Choudhury offered that the Committee might want to adopt some of the approaches that the Chicago Department of Aviation uses, in that it offers a mentoring program between “established” corporations and minority-owned corporations. He suggested that the Committee might include foreign companies that work on World Bank/USAID programs in the Aviation sector as well. Mr. Choudhury noted that this would provide a mutual benefit to all from a Corporate point of view. He concluded by stating that mentoring is important and is a great idea no matter what the approach.

2. New Member Updates to Determine the Success of Outreach

Mr. Maeda stated that currently, three membership reports are being reviewed each year to determine new membership, dropped membership and other statistics effecting Corporate Members. This can be used to gauge the impact of the Committee’s recruiting process.

3. Social Media – A Means to Attract Corporate Members

Mr. Maeda expressed an interest in creating a sub-committee to research the use of Social Media. He offered that AAAE has established an Annual Conference (Apple / QR – based) Application. Currently, a QR Code is included in conference materials.

DISCUSSION:

Mr. Choudhury offered to provide options for creating / utilizing an Application; he is to reach out to Ms. Trivette in an effort to investigate this further. Ms. Hollowell suggested that the use of Facebook might be a means of communicating. Ms. Trivette noted that perhaps the Corporate Committee can be linked to the AAAE site. Mr. Sapp offered LinkedIn as a good means of networking. Mr. Choudhury added that many firms don’t allow employees to use Facebook and Twitter; however, LinkedIn is a widely accepted networking practice. He suggested that the Committee consider blogging as this is well-liked by many. Ms. Hollowell offered that if the Committee were to utilize posts and blogs, someone will have to take ownership of / manage the process.

4. Work with Exhibitors

Mr. Maeda indicated that polling exhibitors and visiting booths is still a priority effort. He suggested that the Steering Group convene to develop a detailed strategy.

DISCUSSION:

Ms. Hollowell reminded the Committee that she did this in the past and that it was a good means of reaching out to exhibitors (new and veteran). She encouraged Committee members to take the lead in walking the Exhibit Hall, polling booth staff, etc. Ms. Holliway suggested that Committee members serve in a “Welcome Wagon” role and distribute note cards signed by the Steering Group attached to goodie packs to exhibitors. She noted that this may have a lasting effect on them and may send a stronger message to Corporate members and potential members that the Committee is sincerely motivated in its efforts.

5. *Include New Exhibitors in Communications*

Mr. Maeda will get a list of new Annual Conference exhibitors that are not Corporate Committee members from Ms. Trivette in an effort to reach out to them and solicit their participation. He added that Ms. Hollowell recommended that the Committee conduct a mixer prior to its next session during which veteran members can meet and greet prospects.

- 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 Mr. Horstmann and Ms. Thompson)
 - Richard Horstmann
 - Bobbi Thompson

Mr. Horstmann stated that many of the issues he had previously identified and addressed (see past meeting minutes) have been put to rest as a result of his communications with AAAE staff and others. He noted that he and Ms. Thompson will be speaking about and working on additional issues going forward. Ms. Thompson indicated that one of the work group action items will be to ask Corporate membership what services they are interested in having AAAE provide. Additionally, she stated that dissemination of information will be a priority. Mr. Horstmann added that a sub-committee is still needed to look at revenue generating services being offered by AAAE so that communications remain two-way; Ms. Hollowell reminded the Committee that she and Ms. Holliday constitute the sub-committee in light of their Board participation.

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

(Claudia Holliday was previous co-sponsor of the goal) Mr. Boggus offered that the struggle for ongoing financing is still a concern to not only Airports / Executive members, but to Corporate membership. He stated that while the Reauthorization is a positive thing, it has become sidetracked somewhat by the three groups who are trying to change how airports will be funded in the future (ACI, AAAE and G10), which affects private industry as well. Mr. Boggus added that corporations should have maximum participation in these groups as organizations need to galvanize as ONE industry, to include Corporate members. He noted that the organizations must hear from Corporates who need (as it relates to AAAE) to deliver a message to the Executive Committee expressing their desire to help. Mr. Boggus suggested that Corporate members become proactive and ask to be a part of the process.

DISCUSSION:

Ms. Hollowell suggested that Mr. Boggus draft a letter related to the issue for inclusion in the Board report; she added that she will include mention in her next oral report to the Board. Action items are:

1. *Mr. Boggus is to draft a letter*
2. *The Steering Group is to review the correspondence*
3. *The final document will be distributed for the Committee's review*

VI. Other Business

Ms. Hollowell reiterated that as the sub-committee that will liaise with AAAE on future revenue generation topics, she and Ms. Holliday will continue to work toward the goals set forth by Mr. Horstmann and Ms. Thompson.

Ms. Hollowell noted that the Corporate Newsletter has been a big success and that the next edition will be issued prior to the Annual Conference. She stated that it will include industry changes, personnel changes and other timely and pertinent information. She recommended that Facebook, LinkedIn and other communications and networking media be addressed in the newsletter; Ms. Trivette said that she will include information about applications, how to Twitter on the AAAE site, etc. Ms. Hollowell also asked that Mr. Sapp, Ms. Thompson and Mr. Boggus submit their photos for inclusion in an announcement regarding their appointments to the Steering Group.

Ms. Hollowell concluded the agenda item by stating that the Steering Group is obligated to meet six weeks prior to the Annual Conference and would be doing so as required.

VII. Next Meeting

The next meeting of the Corporate Committee will take place during the 84th Annual Conference and Exposition in Phoenix, Arizona, April 29 – May 2, 2012. The date, time and location will be announced in the near future.

VIII. Break into Work Groups

This was deferred to the next Committee meeting.

Ms. Hollowell thanked those in attendance for their time and participation on the Committee. Mr. Sandifer moved to adjourn the meeting and Mr. Maeda seconded. The motion carried and the meeting adjourned at 7:30 p.m.

Respectfully Submitted,

Claudia B. Holliway, Vice Chair