AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES

CORPORATE COMMITTEE

DATE: December 2010

TO: AAAE Board of Directors / Policy Review Committee

FROM: Brian Reed, RS&H – Chair
Stacy Hollowell, Siemens – Vice Chair

RE: Corporate Committee Report

I. The Corporate Committee met May 16 during the AAAE Annual Conference, and September 19 during the AAAE National Airports Conference. It will meet next on February 24 at the ACC/AAAE Symposium.

II. The Committee confirmed its Mission Statement as:
The mission of the AAAE Corporate Committee is to foster communication, participation and value with corporate members and AAAE.

III. Working Groups are leading efforts to accomplish the following goals:
1. Provide corporate members input at the policy level by being members on the Board of Directors.
2. Increase participation on other AAAE committees, conferences and meetings to provide technical assistance and airport member interactions.
3. Work with AAAE staff to expand programs that encourage interaction with select airport members.
4. Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues.
5. Work with AAAE staff to identify enhanced services for corporate members.
6. Enhance communication of corporate information valuable to airport members.

IV. AAAE's new Spatial Airport Asset Management System (SAAMS) has created a great deal of controversy within the consulting community portion of the corporate membership.

<u>Original Vision of SAAMS</u>
The original vision of SAAMS believed its development met the needs of AAAE airport members, particularly smaller airports. SAAMS would utilize AAAE's long established "cloud computing" infrastructure to provide those who subscribe to the service with technology capable of storing mapping data, and web-enabled software for basic GIS functions as well as add-on module applications.

It was originally thought that SAAMS would impact consultants in two ways: major GIS firms would probably see some of the services they had intended to provide to airport clients in establishing systems instead go to AAAE through SAAMS, but many consulting firms could benefit from having clients interested in utilizing a more robust GIS platform.

The Current Situation

It should probably first be understood that GIS is a major tool used globally for many years. While possibly new to many airport owners, it is a tool that has been used extensively by most of the consulting community for other client types. Given new FAA requirements that deliverables be in GIS format, it is a topic gaining exposure within aviation, and its benefits are new and exciting to many airport owners. The consulting community has generally wide-spread proficiency with the tool, and are prepared to serve their clients with it.

The original view that only a few major GIS firms would be opposed to SAAMS under estimated the breadth of consulting firms in the market. It now appears that most consulting firms believe they will have a negative impact to their business from SAAMS, and few believe they will benefit from the system. The adverse impacts seem to include: 1. consultants loosing the services relating to establishing the system for their client, 2. complications associated from the add-on applications which could be misapplied by owners, cause consultants to use unfamiliar procedures when they have already developed their own, and unfair competition with the SAAMS administrator AECOM and 3. the add-on applications venturing to far into actual consulting services. It is recognized establishment of the base data will still be within the consulting community, as will advanced unitization of the system.

Impact To AAAE

The positive impact of SAAMS to AAAE and its members is difficult to quantify. Certainly, there will be increased revenues to the association from subscribers, and there will be a new utility available to members who subscribe to SAAMS.

The negative impacts are equally difficult to determine. The majority of consultants currently state less interest in involvement with AAAE. Some will withdraw completely, and some will reduce sponsorship and participation.
Some may reconsider and realize they are members of the association because they want interaction with their clients, and the clients will still be a part of AAAE. It is impossible to provide a quantifiable decline in sponsorship, member dues and active participation, but it will assuredly occur to some level.

Consultants represent the most active members on the AAAE Corporate Committee. They are eight of the top fifteen financial corporate contributors, according to AAAE records. Their financial input and good will are important to AAAE success.

Currently SAAMS development and roll out is continuing. The roll out should be modified to be more sensitive to consultant concerns. Control of the reach of add-on applications would help relations. Continued communication between the consulting community and AAAE leadership is important.

V. As always, thank you for including the Corporate Committee.