

Corporate Committee Meeting

May 15, 2011

12:00 p.m. (Luncheon)

Atlanta, Georgia

I. Welcome and Introductions

Attendees:

Brian Reed, Outgoing Chair	RS&H
Stacy Hollowell, Incoming Chair	Siemens
Claudia Holliway, Incoming Vice-Chair	Michael Baker Jr., Inc.
Amy Trivette	AAAE
Jim Harris	Coffman Associates
Bill Rozier	Applied Industrial Technologies
Carlos Maeda	Kimley-Horn Associates
Keith Mawson	Leo A. Daly
Jim Fairbanks	Diebold
Richard Horstmann	Urban Engineers
Jon Faucher	Mead & Hunt
Keith O'Conner	Jacobs
Justin Thompson	Thompson Contract
Ingmar Krupp	Kusch & Co.
Al Pramuk	Gresham Smith & Partners
Belinda Hargrove	TransSolutions
Deborah Schwartz	Strategic Aviation Solutions
Rick Crider	R. W. Armstrong
Belen Cristino	Eulen America
Arnold Elguezabal	Eulen America
David Tamir	AECOM
Robert Swenson	W. D. Schock
Mark Sapp	AirIT
Brian Scherrer	Faith Group
John Duval	Austin Commercial
Roddy Boggus	PB
Ana Sotorrio	Eulen America
Bill Sandifer	RS&H

Welcoming Remarks:

Brian Reed and Stacy Hollowell welcomed attendees. All in the room made brief self-introductions.

General Announcements:

Corporate Committee Membership

Stacy Hollowell, with input from Brian Reed, gave 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), or Amy Trivette (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. New Chair and Vice Chair (Board Representatives)

Brian Reed officially transitioned the Chair's responsibilities to Stacy Hollowell; Claudia Holliway was introduced as the Committee's Vice Chair. It was noted that both would be installed onto the AAAE Board at the Executive Breakfast being held on Wednesday, May 18, 2011.

III. New Steering Group Members

An overview of the Steering Committee was provided by Stacy Hollowell and Brian Reed. The new members as voted at the February Committee meeting were introduced; John Duval, Austin Commercial, and Bill Sandifer, RS&H. Subsequently, all other group members were introduced:

Stacy Hollowell
Claudia Holliway
Lisa Pyles (not present)

Jim Buckley (not present)
Carlos Maeda
Richard Horstmann
Keith Mawson

IV. Ratification of the Mission Statement

Members were asked to ratify or amend the Committee's existing Mission Statement:

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

The statement was accepted without change as moved by Keith Mawson and seconded by Claudia Holliway.

V. Ratification and Progress of Goals

- Review of / amendment to the existing Work Group goals and subsequent ratification was required. As proposed for 2011, and with some reassignment of Steering Committee members into goal oversight positions, the following was established:

- Provide corporate members input at the policy level by being members on the Board of Directors.

- Stacy Hollowell
- Claudia Holliway

Stacy replaced Brian Reed; Claudia was added due to impending Board installation. No change to goal.

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

- Lisa Pyles
- John Duval

Due to what would end up being oversight of three work groups, Claudia Holliway asked to relinquish this leadership position; without input from membership to the contrary, John Duval volunteered to replace her and was appointed to oversee this work group. No change to goal.

- Work with AAAE staff to expand programs that encourage interaction with select airport members.

- Jim Buckley
- Stacy Hollowell

No change.

- Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues.

- Carlos Maeda
- Bill Sandifer

Bill replaced outgoing member, Todd McNabb. No change to goal.

- 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
- Keith Mawson

As illustrated in red, this addition to the goal was recommended by Belinda Hargrove and was accepted by Richard Horstmann and Keith Mawson.

A motion to ratify the goals, as discussed and amended, was made by Keith Mawson and was seconded by

- The following reports were made as to goal progress:

1. Provide corporate members input at the policy level by being members on the full Board (Stacy Hollowell, Claudia Holliway) As reported by Stacy Hollowell and Brian Reed:

- Corporate Committee report was delivered to the Board at the last meeting which was held in Kona in January
- Continue regular attendance at all AAAE Board of Directors meetings
- Brian Reed reported that while SAAMS is a “dead issue” as previously agreed by the Committee, the Board Package included a resolution regarding Cloud Computing delivery that is to be presented at the Executive Business Breakfast on Wednesday, May 18
- Committee was tasked to create alternative language at the conclusion of the meeting; the original resolution as drafted by AAAE reads as follows:
 - The approved Resolution can be found on the last page of these minutes
 - The document will be posted to the Corporate Committee web page for future reference
- Education must be provided so that Corporate members can utilize it for future revenue generation

2. Increase participation on the other AAAE Committees, conferences and meetings to provide assistance and airport member interaction (Lisa Pyles, Claudia Holliway) As reported by Claudia Holliway:

- Claudia relinquished her oversight responsibilities for this group to John Duval
- Rosters for each committee are under continued review
- A list of past committee members has been requested from AAAE to reach out and invite them to join the Corporate Committee
- There is still concern as to possible fallout generated by the SAAMS issue. Amy Trivette indicated, however, that where there is drop off, there is net gain in participation
- John Duval suggested that this work group look at possible reasons for the small drop off in conference support

3. Work with AAAE staff to expand programs that encourage interaction with select airport members (Stacy Hollowell, Jim Buckley) As reported by Stacy Hollowell:

- In her capacity as Chair, Ms. Hollowell will walk the exhibit hall and reach out in person to new exhibitors
- Ms. Hollowell will correspond as follow up
- Ms. Hollowell urge Committee members in general to spread the word about the Newsletter (i.e. the Corporate Area)
- Amy Trivette will coordinate an extraction of AAAE membership to identify the Corporate members for the group's review and consideration

4. Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues (Carlos Maeda, Bill Sandifer) As reported by Carlos Maeda:

- Keep the focus on increasing corporate members
- Identify companies who attend conference but have not joined AAAE as a Corporate Member
 - Sent a flyer out to potential new members
 - Continuing to track results
 - At the suggestion of Roddy Boggus in that all organizations are doing much of the same, the group will develop talking points identifying "differentiators" as to AAAE membership
- At the request of Deborah Schwartz, consider mentoring for new companies

5. Work with AAAE staff to identify enhanced services for corporate members (Keith Mawson, Richard Horstmann) As reported by Richard Horstmann:

- Looking at means to increase corporate members' becoming speakers at conferences
- Present subjects to AAAE so that participation can be garnered
- Investigating whether CMs can be maintained through Corporate memberships; the group will reach out to Spencer Dickerson for assistance
- At the suggestion of Claudia Holliway, the utilization of the proposed Speaker Bureau will be considered
- Present proposed guidelines (addition to original goal) once written to Spencer Dickerson
- Will ensure that survey results for services are released on the AAAE website

6. Enhance communication of corporate information valuable to airport members (Claudia Holliway, John Duval)

- Continue to post information that is valuable to members on the Corporate Committee site
- Beyond the Quarterly report to the Board, communicate to others through Constant Contact (Amy Trivette will assist)
- Ms. Holliway and Mr. Duval will develop additional means of achieving this goal and report at the NAC Conference meeting

VI. Other

The floor was open for further discussion / ideas.

- Mark Sapp offered that there is a big shortfall in meetings, for example, the IT Conference. He suggested that this may be impacting participation.
- David Tamir countered that there are too many conferences and that perhaps AAAE should consider merging or doing add ons to existing meeting.
- The agenda for the next meeting will include discussion regarding adding additional work groups.

VI. Next Meeting

Next meeting of the Corporate Committee will take place at the National Airports Conference in Tucson, AZ on Monday, September 19, 2011, 7:45 a.m. – 8:30 a.m. The exact meeting location will be announced prior to the meeting.

**RESOLUTION RECOGNIZING THE IMPORTANCE OF AAAE's
DEVELOPMENT OF CLOUD COMPUTING TECHNOLOGY**

WHEREAS, AAAE has spent more than \$100 million over the past decade on the IT infrastructure, staff, redundancy and services required for “cloud computing” operations and sensitive airport security and training data; and

WHEREAS, organizations are moving away from stand-alone, complex and expensive internal IT systems in favor of cloud computing services, and

WHEREAS, AAAE can hold airport data as a unique, trusted agent of airports, and offer a platform on which companies with airport clients can access that data and serve their customers under common, industry-standard practices for platforms and applications.

NOW, THEREFORE, BE IT RESOLVED that the membership of the American Association of Airport Executives proudly recognizes that AAAE can hold airport data as a unique, trusted agent of airports, and

BE IT FURTHER RESOLVED, that AAAE should continue to explore ways to maximize the advantages of this cloud computing investment by working in concert with the AAAE Corporate Committee and airports to enhance the airport management industry.

May 2011