

**Corporate Committee Meeting
February 24, 2011
Denver, CO**

I. Welcome and Introductions

Attendees:

Brian Reed, Chair	RS&H
Stacy Hollowell, Vice Chair	Siemens
Suzanne Phelps?	Chrysalis Consulting
Bill Sandifer	RS&H
Keith O'Conner	Jacobs
Claudia Holliway	The LPA Group Inc., A Unit of Michael Baker Group
	Leo A Daly
Keith Mawson	Austin Commercial
John Duval	Kimley-Horn & Associates
Carlos Maeda	TransSolutions
Belinda Hargrove	Burns & McDonnell
Bret Pilney	Gresham Smith and Partners
Al Pramuk	AAAE
Amy Trivette	Cofely Services
John Kennedy	Diebold, Inc.
Jim Fairbanks	Urban Engineers
Richard Horstmann	Centennial Contractors
Lisa Cooley	Mead & Hunt
John Faucher	Mead & Hunt
Andy Platt	Hatch Mott MacDonald
Katie Chou	Ross & Baruzzini
Allan Shapiro	

General Announcements:

Corporate Committee Membership

- There is no additional cost to become a member of the Corporate Committee, but you must be a Corporate Member of AAEE 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.

- 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. Ratification of Chair and Vice Chair (Board Representatives)

As required by Corporate Committee bylaws, term for Chair and Vice Chair are two years and the term for Chair (Brian Reed) will conclude at the Corporate Committee meeting to be held at the Annual Conference in May. Stacy Hollowell will begin the term as Chair at that time, as previously ratified by committee vote. As decided by a vote of the Steering Group, Claudia Holliway will serve as the next Vice Chair. A motion was made by John Duval, seconded by Keith Mawson to ratify both to serve on the AAAE Board of Directors for the next two years.

III. Steering Group Members Starting at June Meeting

There will be two vacant positions on the Steering Group due to the conclusion of term. Nominations were accepted from Corporate Committee member representatives and a vote resulted in the election of two new members to the Steering Group. They are John Duval of Austin Commercial and Bill Sandifer of RS&H. A motion was made by Carlos Maeda and seconded by Keith O'Conner to ratify both to serve on the Steering Group beginning at the June meeting.

IV. Goals for 2010-2011 Programs

A review of activity since the last meeting was given by leaders of the established Work Groups as follows:

- 1. Provide corporate members input at the policy level by being members on the full Board (Brian Reed, Stacy Hollowell)** As reported by Brian Reed:
 - Conference call was held with the Steering Group prior to full Board meeting to identify any issues to be raised
 - SAAMS issue reviewed as an example of that type of activity.
 - Chair prepares the report
 - Corporate Committee report was delivered to the Board at the last meeting which was held in Kona in January
 - Regular attendance at all AAAE Board of Directors meetings
- 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:

- Rosters for each committee have been extensively reviewed to determine activity at Chapter level. Lisa has the master list and they are compiling a report of their findings.
- A list of past committee members has been requested from AAAE to reach out and invite them to join the Corporate Committee
- Discussions in the course of their follow-up have raised concerns over fallout from SAAMs issue that may affect participation or sponsorship of Annual. (consensus from AAAE staff and other committee members did not seem to show any unusual negative fallout)

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

- Guidelines have been established to enable Corporate Members in good standing to submit a profile to be placed in the Airport News Today
 - 50 word description of company, service or white paper/case study
 - May include web link to the company's website
 - Number of companies featured in each issue will be based on available space
 - One profile per calendar year
 - No additional cost – submit text and any relevant link to Stacy Hollowell
- Creating spot for member web links on web site

4. Work with corporate members to expand membership to increase participation opportunities, sponsorships and corporate dues (Carlos Maeda, Todd McNabb) 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
 - Developed promotional marketing to show benefits as corporate members and sent (from AAAE) to non members
 - Continuing to track results
 - Recommend resending but this time with signatures of Brian Reed and Jim Bennett
 - Bill Sandifer volunteered to assist Carlos in developing

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

- Committee hijacked by SAAMS issues
- Renewed efforts to reach out to members and ask how we can help
- Be proactive versus reactive
- Leverage existing means of support

- Shared an example of how a member was assisted in locating a resource for project in Palau using the classified feature to advertise the opening

6. Enhance communication of corporate information valuable to airport members
(Claudia Holliway, Brian Reed) As reported by Brian Reed:

- Brian has submitted two white papers in previous Board Reports: the first one on overhead audit guidelines and one covering qualifications based submissions (QBS)
- Request made to the group for additional topics for submission, particularly in the non-consultant arena to balance the information shared with Members
- Send ideas to Stacy for future opportunity in the Board report
 - Will investigate whether there is additional opportunity to submit to Airports Magazine under appropriate section

V. SAAMS

The basic premise behind the SAAMS initiative is to provide a platform of cloud computing to house GIS information for smaller airports. This has been a controversial issue among the consulting community of AAAE and had the potential to adversely affect many of these firms. As a result of the efforts of Brian Reed on behalf of the Corporate Committee, we have been successful in gaining consensus with AAAE to refine and limit the scope of their offering. Communication has transpired between the Corporate Committee and ACC on the topic. Members can reference pertinent documentation on the Corporate Committee website. SAAMS was the topic of lengthy discussion by the AAAE Executive Committee at their most recent meeting. The general consensus of ACC and the AAAE Executive Committee is that it is time to move on and watch and monitor the situation for potential issues, but it will no longer be a recurring topic or meeting agenda item.

Amy Trivette reported that it does not seem to have had any impact to date on membership and that exhibitor numbers have actually increased for the upcoming Annual meeting, which is positive news. They feel that the increase is due to their recent efforts to target new members (video with messaging from the Corporate Committee Chair and Vice Chair included)

VI. Other

The floor was open for discussion on ideas for getting new members involved:

- New members should sign up with Amy Trivette Amy.Trivette@aaae.org
- All Corporate Committee members were encouraged to identify an area that you would like to work on and join the Work Group associated with the topic. All contact information for Work Group leaders is available on the AAAE website: http://www.aaae.org/about_aaa/aaae_committees/corporate_committee/

- If you are interested in serving on the Corporate Committee Steering Group, please contact Stacy Hollowell at Stacy.Hollowell@siemens.com

VI. Next Meeting

Next meeting of the Corporate Committee will take place at the 83rd Annual AAEE Conference and Exposition in Atlanta at noon on Sunday, May 15, 2011. Lunch will be provided. Exact meeting location will be announced prior to the meeting.