

MINUTES
SEC-AAAE BOARD OF DIRECTORS' MEETING
2012 SEC-AAAE ANNUAL CONFERENCE
Sunday, May 20, 2012, 10:00 AM - Noon
Westin Savannah Harbor Golf Resort & Spa
Harbor Ballroom Salon B
Savannah, Georgia

MEMBERS IN ATTENDANCE

Mike Landguth	Chris Browne	Michael Clow	Scott Brockman
Jeff Gray	Judi Olmstead	Greg Kelly	Toney Coleman

Claudia Holliway

MEMBERS ABSENT

No Members Absent

I. Welcome..... President Mike Landguth

President Landguth opened the meeting at 10:00 AM and welcomed the Board of Directors and guests to Savannah, Georgia and the SEC-AAAE Board of Directors' Meeting.

II. Approval of Minutes..... Secretary/Treasurer Michael Clow

Secretary/Treasurer Mike Clow presented the Minutes of the Board of Directors' Meeting dated March 4, 2012 and held in Daytona Beach, Florida. A motion was offered to approve the minutes as presented. The motion was seconded, there was no discussion, and the motion was adopted by unanimous voice.

III. Treasurer's Report..... Secretary/Treasurer Mike Clow

Secretary/Treasurer Clow provided a detailed Secretary/Treasurer's Report to the Board of Directors and verbally reported the following balances in Chapter accounts as of April 30, 2012:

Operating Account	\$348,322.42
Scholarship Account	\$246,776.71

A motion was offered to accept the Treasurer's Report as presented. The motion received a second, there was no discussion and the motion was adopted by unanimous voice.

COMMITTEE REPORTS

Executive Secretary..... Bob Brammer

Mr. Brammer reported that he had received documentation from Mr. Raul Regalado, AAE, requesting Executive Emeritus status. Mr. Brammer noted Mr. Regalado's membership status had been changed to Executive Emeritus administratively and that action required ratification by the Board. A motion was received to approve Executive Emeritus status for Mr. Regalado. The motion received a second, there was no discussion and the motion was adopted by unanimous voice.

2012 Finance & Administration

Conference..... Mike Clow, Board Liaison
Patricia Apone, Madam Chairman
Jason Terreri, Vice Chairman
Jennifer Shearer, Marketing & Comm.
Jeff Gray, Sponsorships

Mr. Clow noted that the 2012 Finance and Administration Conference was well received and successful in attendance and income. Mr. Clow stated that 170+ attendees participated and the conference raised approximately \$35,000.

2012 Annual Conference..... Chris Browne, Board Liaison
Greg Kelly, Chairman
Eric Frankl, Vice Chairman
Patrick Wilson, Program Development
Colette Edmisten, Marketing & Comm.
Ken Spirito, Sponsorships
Bob Tweedie, General Aviation

Mr. Greg Kelly welcomed everyone to his hometown of Savannah, Georgia. Mr. Kelly noted that 260 attendees had registered for the Conference and 275 were expected with walk-ups. He added that exhibitors total 40 in addition to many more sponsors of various levels. Mr. Kelly provided his sincere appreciation to the entire Conference Planning Committee and his airport staff for their diligence and hard work in making the 2012 SEC-AAAE Annual Conference a successful event.

**2013 Finance and Administration
Conference.....Mike Clow**

Mr. Clow noted that the 2013 AAAE/SEC-AAAE Finance and Administration Conference would be held in Destin, Florida. Venue and dates are forthcoming.

2013 Annual Conference..... Eric Frankl, Chairman

Mr. Frankl noted that he was in attendance to learn from the Conference Planning Committee in Savannah and he was looking forward to having the Chapter in his hometown of Lexington, Kentucky in April of 2013. He noted that the conference dates were April 21-23, 2013 to allow for participation in seasonable Thoroughbred Racing and hotel information would be made available shortly.

Professional Education Committee..... Scott Brockman, Chairman

Immediate Past President Brockman reported that six (6) individuals were seated for their oral exams at this meeting. Mr. Brockman added that this would be his last report to the Board of Directors concerning the AAAE Board of Examiners (BOE) and that he was being succeeded by Mr. Mihai Smighelschi of Knoxville, Tennessee. Mr. Smighelschi introduced himself to the Board and guests and expressed his anxiousness to begin his work.

**Student Scholarship & Academic
Outreach Committee..... Jeff Gray, Board Liaison
Michael Reisman
Claudia Holliway**

Mr. Gray reported that thanks to funding formulas created by Mr. Scott Brockman, two (2) new schools will be added this coming year completing the Foundation's commitments to the States of North Carolina and Arkansas. The recommended schools were Elizabeth State University (NC) and Henderson State University (AR). A motion was presented to accept the two new schools into the SAMA Educational Foundation, Inc. The Motion received a second, there was no further discussion and the motion was adopted by unanimous voice. Mr. Gray stated that the State of South Carolina was the remaining state to be represented in the Foundation. Mr. Gray added that he will now be leaving the SEC-AAAE Student Scholarship and Academic Outreach Committee in the very capable hands of Mr. Michael Reisman

and Ms. Claudia Holliway and he will be accepting the role as Chair of the AAAE Academic Relations Committee.

Marketing and Communications

Committee..... Toney Coleman, Board Liaison
Trevis Gardner
Sarah Berry

Mr. Coleman reported the Marketing and Communications Committee has made concerted efforts to transform the President's guidance into measurable results. Trevis Gardner (Metropolitan Knoxville Airport Authority), Sarah Berry (Hartsfield-Jackson Atlanta International Airport), Cyrus Callum (Greater Orlando Aviation Authority) and Toney Coleman have worked diligently to "use personal experiences and business connections to develop a unique SEC-AAAE brand and an effective communications strategy for delivering that brand (message) to the SEC-AAAE membership and potential members." Measurable outcomes included (1) growth in chapter membership, (2) greater participation in SEC-AAAE functions and (3) the conduct of surveys to assess the value of networking for SEC-AAAE Chapter membership.

Primary venues for branding initiatives and assessments included LinkedIn and Facebook. Twitter, YouTube and Foursquare were considered, but were not considered viable membership communications mediums at this time. The most successful social media tool has been the LinkedIn Group with 206 members as of April 2012. The Facebook Group Page is showing steady growth after a major format change and the Southeast Chapter Duck found 66 friends by March 2012. Please befriend "The Duck"! Finally, membership surveys have been conducted via paper and electronic formats. For those who have not yet taken the survey, it is available in the "Survey Monkey" format at the following web address:
<https://www.surveymonkey.com/s/6BTT3K9>

Mr. Coleman added that links to the social media sites germane to the Chapter would be posted on the SEC-AAAE web site located at www.secaaae.org.

Corporate Liaison Committee..... Michael Landguth, Chairman
Dave King, Co-Chairman

Mr. King noted that the Corporate Committee held its annual meeting just prior to the Board of Directors' Meeting. Mr. King provided the Board with a copy of an extensive report created by Mr. Lee Lewis with AVCON, Inc. that showed past

corporate members that had left the Chapter and the reasons for leaving. No common reason was presented for corporate departures. Mr. King added that the awards were prepared and would be presented during the luncheon on Tuesday, May 22, 2012. President Landguth thanked Mr. King and the Corporate Liaison Committee for their continued good work.

Annual Conference Site Selection
Committee..... Claudia Holliway
Judi Olmstead

Ms. Holliway reported that her committee had interviewed airport and marketing representatives to determine recommendations for conference venues for the years 2014, 2015 and 2016. On behalf of her committee, Ms. Holliway made the following recommendations:

- 2014.....Myrtle Beach, South Carolina
- 2015.....Bentonville, Arkansas
- 2016.....Greenville, South Carolina

A motion was received to move the recommendations forward to the membership for approval. The motion received a second, there was no further discussion and the motion was adopted by unanimous voice.

Ms. Holliway added that the Committee may consider a recommendation for 2017 next year.

Conference Financial Oversight
Committee..... Judi Olmstead, Board Liaison
Steven Oberlies

Ms. Olmstead had nothing to report at this time.

Resolutions & Bylaws..... Bob Brammer

Mr. Brammer offered the following resolutions of appreciation for consideration:

Savannah International Trade & Convention Center
Patrick S. Graham, A.A.E.

**City of Savannah
Michael Landguth, A.A.E.
Westin Savannah Harbor Golf Resort and Spa
2012 Annual Conference Committee
Savannah Airport Commission**

A motion was received to move the resolutions forward to the General Membership for approval. The motion received a second, there was no discussion and the motion was adopted by unanimous voice.

Nominations Committee.....Scott Brockman

Immediate Past President Brockman presented the following nominations:

**Chapter Secretary/Treasurer – Mr. Jeff Grey, A.A.E.
Chapter Board Member-at-Large – Ms. Pat Apone, A.A.E.**

A motion was received to move the nominations forward to the General Membership for approval. The motion received a second, there was no discussion and the motion was adopted by unanimous voice.

Mr. Brockman thanked his committee members who included Mr. Michael Van Wie and Mr. Robert Bowen for their contributions to the Committee.

IV. Old Business

Mr. Clow recommended that 50% of the balance in the Chapter Operating Accounts at the end of the fiscal year be transferred to the SAMA Educational Foundation, Inc. to fund additional scholarships or for larger individual scholarship amounts.

A motion was received and seconded to approve Mr. Clow's recommendation. There was no discussion and the motion was approved by unanimous voice.

V. New Business

Immediate Past President Brockman presented spreadsheets showing various financial plans and anticipated interest rates to allow the SAMA Educational Foundation, Inc. to reach its financial goals and objectives.

Following discussion, a motion was presented to adopt Mr. Brockman plan(s) with the understanding that such plan(s) could be adjusted throughout the upcoming years as conditions change. The motion received a second, there was no further discussion and the motion was adopted by unanimous voice.

Mr. Gray noted an opportunity to join forces with the Florida Airports Council (FAC) through an affiliate membership with FAC and in turn providing FAC a Participating Membership in the Chapter. Both memberships would be of no charge to either association. Following a brief discussion, a motion was presented to affirm the exchange of memberships with the seated Chapter President to be the FAC representative of record. The motion received a second, there was no further discussion and the motion was adopted by unanimous voice.

VI. Announcements

Mr. Brammer asked the Executive Committee and Mr. Gray to remain in the meeting room following adjournment to sign various documents.

Mr. Clow noted that SEC-AAAE member Mr. Greg Donovan, Okaloosa County (FL) Airports Director, had received a temporary promotion and additional responsibilities as interim head of the Okaloosa Tourist Development Council.

VIII. Adjournment

There being no further business to come before the Board of Directors, President Landguth adjourned the meeting at 11:17 AM.

Respectfully submitted,

Michael J. Clow, AAЕ
Secretary/Treasurer

MC:RB:rb