

## ALEA Affiliate Council Meeting Minutes

Tuesday, February 25, 2008

Heli Expo Convention, Houston, TX

The meeting of the ALEA Affiliate Council was called to order by Affiliate Council Chairperson, Barbara Tweedt. Handouts of the previous meeting minutes and the meeting agenda were distributed at the sign-in desk.

A motion was made to wave the reading of the minutes from the previous meeting.

Barbara gave a brief welcoming introduction and asked for comments on any old business.

An ALEA marketing strategy was discussed as it relates to the importance of promoting safety as well as the benefits of Airborne Law Enforcement. Affiliate members were reminded of the importance of using photography in their advertising that displays crew members which are properly attired for utmost safety. Barbara mentioned that an example of a well thought out ad is MD Helicopters, "We Put The Cop In Helicopter".

There are currently 301 Affiliate members of ALEA, an increase of 14 members.

The 2008 Annual Conference was discussed. ALEA President Dan Schwarzbach briefed members about plans for the July 16 -19 conference in Houston, Texas. The show hours will be the same as last year, starting with an Exhibit Hall Preview on Wednesday, July 16 from 5:00 to 7:00 p.m. The Exhibit Hall will be open on Thursday from 11:00 to 4:00 and on Friday from 9:30 to 3:00. The Awards Luncheon will again be held on Saturday afternoon at 12:30 p.m. Affiliate members will be sponsoring the following social events:

Wednesday night Exhibit Hall Preview; 5:00 – 7:00 p.m.: Turbomeca USA

Wednesday night ALEA Opening Reception; 7:30 p.m.: Bell Helicopter

Thursday morning ALEA Opening Breakfast; 9:00 a.m.: Agusta Westland

Thursday evening Pig Pickin; 6:00 p.m.: Avalex, FLIR, and Wulfsberg

Thursday evening Piano Madness; 8:00 – 12:00 p.m. MD Helicopters

All information about event locations will be posted on the ALEA web site.

Steve Ingley stated the exhibit space is 50 percent sold and he asked everyone to review the redesigned ALEA web site and send in any comments.

Jim DiGiovanna gave a briefing about Affiliate Product/Technical Briefings. This program was a huge success last year and will be expanded in 2008. Affiliate members wishing to give a presentation should sign up early via the ALEA web site and provide an enticing description of their presentations. Sign up early if you want to be listed in pre-show publications.

An Exhibit Hall luncheon will be held on Thursday and Friday for registered conference attendees only because of the exorbitant food and beverage costs being charged by the convention center.

The following Safety Seminars have been planned for 2008:

Southeastern – Daytona Beach, FL (January 30 – February 1)

Eastern- Kansas City, MO (April 2 – 4)

Northeast – Buffalo, NY (May 7 – 9)

Western – Newport Beach (September 3 - 5)

Canadian – Montreal (October)

Central – San Antonio, TX (November 5 - 7)

Barbara reiterated the need to read and understand the exhibitor guidelines for Safety Seminars. These are guidelines that were established by Affiliate members and are positioned on the website to make them required reading before one can register for a Safety Seminar.

It was recommended that booth personnel per table top should be kept to a maximum of 2 people.

Affiliate members may decide to sponsor events for attendees only. However, only Affiliate-sponsored events that include both attendees and vendors will be promoted by the ALEA.

The tentative schedule for the next ALEA Affiliate Council Meeting is set for 4:15 PM on Thursday, July 17<sup>th</sup> at the Houston Convention Center. Election of a new Affiliate Council Chairperson will be on the agenda. Anyone interested in this position should plan to attend this meeting.

The meeting was adjourned.

Jim Leslie

NAASCO