

Minutes

September 2020 General Business Meeting

Date: Wednesday, September 23rd, 2020
Time: 0900 EST Time
Location: The Brown Hotel
335 W. Broadway
Louisville, KY 40202

Chairwoman— Tara Cook

- Call to Order: 0905
- Designate Sergeant at Arms: Jessie Elliott
- Welcome & Opening Remarks
- Any new business?
 - Erin Jackson- International Women Airline Pilots Day
 - Jessie Elliott- ALPA Gender Diversity
- Roll Call
 - Including Virtual Attendees
- New Mission Statement
 - *The global voice to Inspire, Support, and Advocate for female airline pilots.*
 - The Board got together one year ago to transform ISA+21 so that we can have a greater influence in the industry
- IFALPA Update
 - Female pilot working group representative. Meets twice a year. Vienna 2019. Zoom meetings
 - Flexible rostering/scheduling so that women can take care of families for example
 - Non-US carriers did not have a CARES Act to help save them. A lot are unemployed, airlines out of business, etc. Please reach out and offer support.

Vice Chairwoman— Kara Hatzai

- Louisville Conference Update
 - Recognitions for conference setup
 - Updates on Conference agenda - MeetApp for updates
 - Contest Winners
- Fundraising Totals (so far) - \$25,525
 - Event Sponsorship: \$14,000 (Aviation Retirement Strategies, UPS)
 - Silent Auction: \$7,435
 - Table Sponsorship: \$2,500
 - Merchandise Totals: \$890
 - Win a Registration: \$700
 - Conference Support Fund (allowing 7 attendees to come): \$2,380



Secretary— Christine Albertson

- 2019 Conference Minutes
 - *Motion to Accept (Tara Cook), Seconded (Erin Jackson)*
- Election Results
 - In May, two Board members finished their terms, two were nominated and started:
- Bylaws Amendment Proposal – *Full proposal on Member Central of website, emailed to Members, and available on MeetApp*
 - **Resolution 1: “Qualifying Pilot “definition.** *As indication on pilot certificate, get rid of aircraft weight requirement, define Eligible Member*
 - **Resolution 2: Levels of Membership:** *Individual, Support, Aspiring, Fellowship, Honorary, Lifetime (pay for this), Inactive*
 - **Resolution 3: Update “Chairwoman” to “President”**
 - **Resolution 4: “Eligible Member” terminology throughout Bylaws**
 - **Voting open October 1-7th, 2020**

Treasurer— Kara Hatzai (proxy for Kyoko Kimura)

- 2019 Financial Overview
 - Assets:
 - Investment Funds: \$401,030
 - Banking Accounts: \$127,989
 - Income:
 - Membership Dues: \$27,060
 - Corporate Donations: \$50,500
 - Individual Donations: \$14,215
 - Francesca Norris Memorial Scholarship Fund: \$40,850
 - Investment Account: Gain: \$65,340 (*\$28,014 realized/\$37,236 unrealized*)
 - Amazon Smile: \$646
 - Sydney Conference Profit: \$15,923
 - Expenses
 - Scholarship Awards: \$33,929
 - Operations: \$20,952
 - Transformation Project: \$17,144
 - Outreach: WAI & IFALPA: \$5,810
 - Investment Fees: \$4,426
 - Full Report Available on Website and MeetApp

Membership Chair— Uli Fay

- Membership Report
 - 652 Members, 22 Countries, 90 Airlines
 - Investing in our transformation to reach out to grow our membership
 - 10 year lookback: Up 450 members
- Member Profile on New Website
 - New Membership Pin- update address on your new profile
- Renewal Incentive
 - Update payment information to get 3 free months



Events Chair- Maggie Eickhoff

- 2021 Conference: Dublin, Ireland – Liz Jennings Clark
 - Hotel in Davenport, can accommodate 150 people
 - €270 for a double (includes breakfast)
 - During Conference: Highlight tour of Dublin, Cellars, Historical Tour
 - Pre-Conference: (starting Saturday before) Northern Ireland's tour exploring coastline, Giant's Causeway
 - Post-Conference: (Friday-Mid Sunday) Galloway
- Conferences will be held in Septembers moving forward
 - Time between WAI, Buffer for COVID, deconflict from graduations/Mother's Day
- Accepting proposals for 2022 conference location

[Break: 10:40am – 10:48am]

Scholarship Chair- Natasha Shcheglova

- Acknowledge members on selection committee
 - Reviewed over 100 applications
- Scholarship Program Update
 - Updating scholarship program handbook- scoring and selection criteria
 - Completed Diversity & Inclusion Training from Purdue University for unbiased selection. Will require all members on selection committee to complete as well
 - Focusing on awarding financial awards over type rating awards
- 2020 Scholarship Recipients
 - \$100,000 in total:
 - \$5,000 (Financial winners) x 16, \$10,000 (Type rating) x 2
- Francesca Norris Memorial Scholarship
 - Started fund that raised over \$40,000
 - Partner with US Aviation Academy and WAI
 - ISA+21 will exclusively award scholarship from this point forward
- International Conference Scholarship
 - Way for ISA+21 to express gratitude for region to host by highlighting a woman in flight training
- Funding Scholarship Program
 - Silent Auction, Donations
 - Over \$400,000 in scholarship fund currently



Communications Chair—Erin Jackson

- Introduce Committee Members
- New Website Features: isa21.org
 - Give Us Your News! So we can highlight you
 - Media Page for PDF Graphs
- Interviews with Reporters
 - Many interviews with reporters
 - Created Press Distribution List, Media Release
 - Secured seat on OBAP Courageous Conversations Panel for Chairwoman
- Newsletter Changes
 - Named Newsletter: ISA Inspirer
 - Newsletter in the body of the email as opposed to being sent as attachment
 - Shorter, more frequent communications for members to feel more connected to organization
 - Levels of Membership proposal – overview of the types of communications the new levels of membership will receive
- Social Media Engagement
 - More active on Public Facebook page, Instagram, Twitter, LinkedIn, YouTube Channel
- Domain names
 - We own femaleairlinepilots.org url and if someone searches that, it will redirect to our new webpage

Outreach Chair- Davida Forshaw

- “Project Engage”
 - If you can’t measure it, you can’t improve it.
 - Created data graphs using numbers for Media to hopefully use
 - Increasing our membership worldwide by engaging directly with airlines with little or no members
 - Possibly losing up to 20% of our numbers through furloughs
 - Need to support our members who are disenfranchised with everything that is happening around the world with COVID and encourage those in the training pipeline to continue for when the demand comes back
- LinkedIn Professional Networking
 - Please join our profile
 - Share with Communications Director when you have something more professional to share as opposed to social/camaraderie
 - Engage with companies on a professional level
 - Need to present a Corporate image if we want to sponsorship and support from Corporate Companies
- ISA+21 Merchandise
 - Sensible solutions this year in the form of decals
 - Working towards being able to order online and not carrying a lot of inventory on hand

New Business

- International Forest of Friendship – Becky Howell and Tina Hartlaub
 - Discussion on if ISA+21 should sponsor a member to be inducted each year - \$450
 - 30+ Members and ISA+21 already inducted into the IFOF
- Captain's Club – Katherine Wallace
 - 5 inductions into the Captain's Club this year
 - Policy Change: Required to attend a conference in order to be inducted into the club. Petition to the Board for exclusion: disability, location of conference/economic disadvantage, etc.
- TWU/Archives Update – Christine Albertson (proxy for Sandy Anderson)
 - Strategy meeting with The Women's Collection Team
 - Hold archives for all of ISA+21
 - Encouraged to donate to the collection and reach out to Sandy Anderson to complete Oral History. (Reference isa21.org website)
- Allied Pilot Association – Linda Wackerman
 - Workplace Culture/Professional Standards/ Diversity & Inclusion
 - Peer-to-peer conflict at the lowest level, respect in the workplace
- Air Line Pilots Association – Jessie Elliott
 - Diversity & Inclusion Committee
 - How ALPA can help members be more aware of diversity/inclusion
- Outgoing Board of Directors
 - Kathy McCullough & Karen Noll
- Recognitions
 - Pam Purdue for rebranding/graphic design work
 - Jean Harper for cloud masks and support
- New Business
 - International Women Airline Pilot Day – September 21st, 2021 (falls during conference next year. Along the 21 "theme")
- Transformation Background
 - Coming off the heels of Sydney, with great enthusiasm, media coverage, and membership numbers increasing
 - 2019/2020 expenditures higher than before in order to invest in ISA+21 ~ less than \$20,000
 - Hired outside help in order to expand
 - Streamlined branding to show a professional image with new website, new emails, communications
 - The plan is to teach us the tools to be able to take over and do this on our own to minimize expenses
 - Old website shutting down in a couple weeks

Motion to Adjourn (Maggie Eickhoff), Seconded (Erin Jackson)
[Adjourn- 12:10pm]