

## Minutes

### General Business Meeting | September 2021

Date: Wednesday, September 22<sup>nd</sup>, 2021  
Time: 0830 EST Time  
Location: Embassy Suites Atlanta at Centennial Olympic Park  
267 Marietta Street NW  
Atlanta, GA 30313

Members Attending in Person: 104 Members Attending Virtually: 6

#### President — Tara Cook (00:50)

- Call to Order – 0840 EST
  - Meeting/Virtual Rules / Briefing
- Designate Sergeant at Arms – Miyukiko “Koko” Kostelny
- Welcome & Opening Remarks
- Any new business?
- Accepted GBM Agenda – *Motion: Strike Fongellaz, Second: Becky Howell*
- Roll Call **(05:15)**
  - In-person and virtual attendees
- IFALPA Update **(30:35)**
  - Female Pilot Working Group – two meetings per year to discuss female topics
- Coalition for Diversity and Inclusion
  - Leaders from under-represented demographics working together and supporting each other to have a louder voice, rather than individually
  - Infancy stages, will meet virtually in October
- Abington Watch – Special Addition **(2:26:00)**
  - ISA+21 now partners with Abingdon, members who go onto website and purchase any item, ISA+21 receives 10% back
  - Limited Addition ISA+21 Watch available in Spring 2022. Price TBD

#### Vice President — Kara Hatzai (34:20)

- WAI Recap
  - Virtual 2021 Conference. Disappointed in turnout.
- Sponsorships
  - Event Sponsorship: \$31,840 (so far)
  - Silver Sponsorships (\$5,000+ each)

- Aviation Retirement Strategies, Delta Air Lines, Spirit Airlines, United Airlines, Anonymous Member
- Silent Auction: \$8,390
- Table Sponsors: \$2,000
  - Global Crossing Airlines, APA, FAST, AirlineInterviews.com, Erin Jackson/Rob Lustman, Christine Albertson, Delta ALPA
- Raffle Ticket Sales: \$1,020
- Merchandise Sales: \$1,155
- Win a Registration: \$750
- Conference Support Fund: \$720 (held 1 attendee)
- Contest Winners
  - Trivia: Taylor Brown, Valerie Scott (virtual), New Member Quiz: Bailey Parks
  - Future Conference Registration (raffle): Karol Welling
  - Virtual Attendee Conference Registration: Denise Terpstra
  - “Most Involved” Conference Attendee: Melinda Coel
  - Social Media Winner: Madisson Lank
- Kara is new ISA+21 Volunteer Coordinator

#### Secretary — Christine Albertson (44:00)

- Acceptance of 2020 Conference Minutes: *Motion: Pam Perdue, Second: Claudia Zapata-Cardone*
- Election Results
  - Julie Love will fill the role of Secretary for the new term
- Bylaws Amendment Proposal
  - 2020 Bylaws Amendment Proposal (4 resolutions) all passed by over 85% approval
  - 2021 Bylaws Amendment Proposal: align director’s terms with annual conference, instead of strict day of May 15. Full proposal on website. Voting open September 23-30, 2021.

#### Treasurer — Kyoko Kimura (48:30)

- 2020 Financial Statement
  - Income: \$164,137 / Expenses: \$164,679
  - \$500,000+ in investment account – this is the reason we are able to give so much in scholarships
- 2021 Annual Budget
  - Based on this year’s numbers
- Conference Sponsorship

- Raised a lot of money for conference fund. Original member registration fees were made prior to receiving sponsorships this year.
- \*For clarification\* - Remaining funds left over will go towards next year's conference fund
- View full financial report and budget on isa21.org website on Club Documents page

#### Membership Director — Uli Fay (54:20)

- Membership Report
  - 564 Members, representing 23 countries and 52 airlines
  - In the last year, over 100 new members since Louisville Conference!
  - Total number down this year due to switching websites last year and not bringing credit card information over. Approx. 200 members lapsed. We knew this was a risk when we switched websites. Individual emails have been sent out to lapsed members, some renewed. Will be doing a last-effort postcard campaign with QR code to encourage members to renew.
- New Membership Levels
  - Aspiring (71), Support (4), Lifetime (11 non-charter members)
    - Looking to pair mentors for our new Aspiring Members
  - New Lifetime Members receive special Lifetime Pin: Jenny Beatty, Kim Bentler, Binka Bone, Evey Cormican, Cari Davidson, Michelle Dietz, Terri Donner, Karen Gerharter, Vannakay Hurnevich, Kasiri Landon, Nancy Novaes, Pamela Perdue, Valerie Scott
- Update your Member Profile on New Website

#### **Break (1:01:45)**

#### Communications Director — Erin Jackson (1:03:25)

- Committee Team Members
- Website Highlights:
  - Throwback Thursday, Member Spotlights, Member Central: Give Us Your News & Submit Content, Media Page
- Newsletter Highlights
  - New format, information on backend, newsletters for aspiring members
- ISA+21 Hangar
  - Social Media push, introduce lines
- Amanda Noll, Marketing Advisor (1:10:25)
  - Social Media Doubled Followers / Likes, Global engagement has increased
  - Next step, work with companies to grow our following and social presence and tailoring content for specific social platforms in order to stay relevant

- Social Calendar preview
- Goal to be interactive with videos, grow brand awareness, donations, etc.
- Highlight new published members on social media – all links available on isa21.org
- Work with other aviation organizations to increase female involved in aviation

#### Scholarship Director - Natasha Shcheglova (1:26:15)

- Scholarship Program Update
  - ISA+21 decided to give **more** than normal in the last two years because it has been such a challenging time (Covid). Our investment fund was doing extremely well, so ISA+21 used this opportunity to pass along scholarships to women who really needed and deserved it. Therefore, we got **noticed** by airlines and other sponsors.
  - Goal is to partner with airlines and organizations to co-sponsor scholarships to bring women to their airlines
  - Expanding flight school database. Increase our international database to reach more worldwide women in training
- 2021 Scholarship Recipients
  - \$90,000 to 16 women
- Funding Scholarship Program
  - Silent Auction, Donations, Core Fund, Corporate Donations

#### Q&A's (1:31:30)

- BOD Answers questions from Membership
  - BOD explains evolution of how airline recruitment teams got invited to our conference and our goal of partnering with airlines moving forward.

#### Break (2:09:00)

#### Events Director - Maggie Eickhoff (2:13:40)

- Atlanta Conference Update
  - 104+ in person attendees, 20 virtual attendees
- 2022 Conference: Dublin, Ireland – Liz Jennings Clark
  - Ireland restrictions lifting, hotel conference facilities opening in January 2022
  - Planning pre (Belfast) and post (Galway) conference trips
- 2023 Conference location
  - Need proposals by January 2022: [www.isa21.org/conference-location-proposal](http://www.isa21.org/conference-location-proposal)
- Acknowledgments and Thank You's for Atlanta Conference

**Education & Outreach Director - Davida Forshaw (2:24:05)**

- Sweet Rickey ISA+21 Biopic Update (1:54:35)
  - Interviewed about 15 members, create a short film on the formation and evolution of ISA+21. Try to get big-time producers to pick it up to be able to share our organization and story on a larger global stage.
- Filmakademie Students Advertisement Update
  - 3-minute movie: “Breaking Glass.” Show pioneers in the industry. Advertisement, “you too can be a female airline pilot.” Will feature a few ISA+21 Members. Will have access to the film to promote. Available for International Women’s Day 2022. Possible online viewing event. Stay tuned.
- ISA+21 Hangar Store Update
  - RedBubble online storefront, made to order, no holding inventory, warehouses around the globe make it easy to ship to members worldwide
  - All proceeds to towards scholarship program
- Project Engage and Numbers Update
  - Companies started to engage with us again now that Covid is no longer the main talking point
  - Updated graphs and PDFs available on the Media Page of our website.

**New Business (2:38:15)**

- WAI “Airline Pilot Panel” – Becky Howell Need Volunteers
- TWU/Archives Update – no update
- Outgoing Board Member – Christine Albertson

**End Meeting (2:42:35)**

*Motion: Claudia Zapata-Cardone, Second: Pam Perdue*

*Time Marks are to reference sections of the recorded General Business Meeting video located on our private YouTube Channel: [https://youtu.be/j4l\\_zua69pc](https://youtu.be/j4l_zua69pc)*