

**Professional Women Controllers Inc.  
Board of Directors  
2<sup>nd</sup> Quarter Meeting Minutes  
2019-2020  
September 9-10 (Mon/Tues) Atlanta, GA**

**1. Opening:** 8:34 meeting called to order.

**2. Meeting call to order by President**

- a. Housekeeping- check ins.  
Time Arel was in town and talked to the Board. He discussed ATDLP and the Succession Planning Program. Hiring
- b. Updated Board of Directors List

**3. Reports on previous quarter (2018-2019/4<sup>th</sup> Qtr reports)**

- a. President/Christina Calvert
- b. Vice President/ Jennifer Lemmon
- c. Secretary/Christina Filipowski
- d. Director of Resources (DOR)/ Tina Santiago
- e. Membership Director/Jenny Rubert
- f. Alaska (AAL) Regional Director/ **Vacant**
- g. Central (ACE) Regional Director/Amy Magstadt
- h. Eastern (AEA) Regional Director/Vanessa Shinnors
- i. Great Lakes (AGL) Regional Director/Shawneise Wright
- j. New England (ANE) Regional Director/Kristy Johnson-Fenton
- k. Northwest Mountain (ANM) Regional Director/Aimee Wright-Shingleton
- l. Southern (ASO) Regional Director/Vonetta Lawton
- m. Southwest (ASW) Regional Director/Samirah Abdelfattah
- n. Western Pacific (AWP) Regional Director/Micah Freeman

**1. Inventory:**

|                                  |   |
|----------------------------------|---|
| President – Christina Calvert    | 01 Runner, 1 Floor Popup, 1 white banner                              |
| Vice President – Jennifer Lemmon | 01 Circuit Vinyl Machine & Accessories<br>03 Runner<br>01 Floor Popup |
| Secretary – Christina Filipowski | 01 Printer<br>01 Printer case   |
| Alaska (AAL) RD – <b>Vacant</b>  |   |

|   |  |
|---|--|
| Central (ACE) RD –                            | 01 Floor Popup<br>01 Table Popup<br>01 Runner<br>01 Banner                               |
| Eastern (AEA) RD – Vanessa Shinnars           | 01 Floor Popups<br>01 Runner<br>01 White Banner ?<br>02 Power Cords (will contact ROBIN) |
| Great Lakes (AGL) RD – Shawneise Wright       | 01 Table Popup<br>01 Runner  |
| New England (ANE) RD – Kristy Johnson         | 01 banner  |
| Northwest Mountain (ANM) RD- Aimee Shingleton | 02 Table Popups<br>01 Runner   |
| Southern (ASO) RD – Vonetta Lawton            | 01 Table Popup<br>01 Runner  |
| Southwest (ASW) RD – Samirah Abdelfattah      | 01 Table Popup   |
| Western Pacific (AWP) RD– Micah Freeman       | 01 Floor Popup<br>01 Runner  |
| International RD- Christina                   | ?  |
| Director of Resources – Tina Santiago         | 01 Laptop  |
| Membership Director – Jenny Rubert            | 01 Table Popup   |
| Parliamentarian – Robin Rush                  |  |

**Total 26 Inventory Items:**

- 01 Circuit Vinyl Machine
- 01 Laptop
- 02 Projectors
- 06 Floor Popups
- 07 Table Popups
- 07 Runners
- 02 Projectors

**2. Additional Reports (*only if requested by President*)**

- a. Appointed:
  - i. Parliamentarian and Constitution & Bylaws: No report required by the President.
  - ii. Webpage Admin: No report required by the President.
  - iii. Historian: No report required by the President.
  - iv. WATCH Editor No **report required by the President.**
  - v. Communications Administrator No report required by the President.
- b. Program Managers:
  - i. Education/Career Development: Laura McAllister and Chrissi Culver will be sharing this position.
  - ii. Corporate Recruitment: No report required by the President.
  - iii. National Conference Program Manager:
    - 2020 Conference (Ottawa, Canada) Chair: Colleen Adams/ Co Chair Sandy Officer
    - 2021 Conference location (Puerto Rico) Chair: Louisa Ocasio/ Co Chair Hannah Brown
  - iv. Saleable Coordinator/ Pat Tiner:
  - v. PWC Mentor Program: Lynette McSpadden looking for someone to take over.

### 3. Tentative dates and locations for future BOD meetings:

- a. January 10-11, 2020 Budget Meeting- Location TBD in SW
- b. March 26-27 2020 Virtual Meeting Conference/yearly reports/prepare for GBM

### 4. Established goals for June 1, 2019 - May 31, 2020

- a. **Engage, Excel, Evolve**
  - i. **PWC will visit 16 facilities and track facility visits**
  - ii. **PWC will send a personal note with solicitation and gift in September to all members**
  - iii. **PWC will email all members for International Women's Day**
  - iv. **PWC will provide career development to 25 members**
  - v. **PWC will host two ACE/STEM Camps**
  - vi. **PWC will support 12 ACE/STEM Camps**
  - vii. **PWC will focus on personal development each quarter. Each board member has to post on Facebook twice a month.**
    - ❖ **1<sup>st</sup> Quarter**
      - a. **Nutrition/Fitness**
    - ❖ **2<sup>nd</sup> Quarter**

**a. Volunteerism**

❖ **3<sup>rd</sup> Quarter**

**a. book club**

❖ **4<sup>th</sup> Quarter**

**a. Self-Awareness/Mindfulness**

**5. Old Business**

a. PWC Legal Fees concerning Trademark application:

- ❖ Paperwork has been filed. Contract signed May 25, 2017
- ❖ We can anticipate filing fees eventually.
- ❖ Cannot get ahold of the lawyer. Starting from scratch. CHRISTINA CALVERT will reach out to someone new.

**OPEN**

b. #iLook LikeAnAirTrafficController: Glenda Newton from ICAO suggested for us a campaign using a hashtag similar to one currently going on called: #iLookLikeAnEngineer. The link was viewed:

<https://www.youtube.com/watch?v=wV79kRfvGYI>.

- ❖ Everyone loved the idea. What are the next steps is this still something we want to do?
- ❖ CC will follow up with FAA communications

**OPEN**

c. Do we want a half-day leadership workshop to your Board of Directors at future meeting?

- ❖ Christina will coordinate Anna from LGB for Strength Finders to possibly provide training during the September Board Meeting- Anna from LGB for Strength Finders

**CLSD**

f. BUDGET 2018-2019

i. STEM/ACE events committed to attend, i.e. SAFEE, Launchpad

- ❖ ASO – working on coordination with NATCA, Delta airlines for an event in April in Puerto Rico. Marluan Diaz/ZSU is coordinating a STEM event. Event was cancelled and may be rescheduled. Unsure if there is support to continue forward with the event. Vonetta will send a text to follow-up. Jenn will forward this to Louisa and see if we can do this at the 2020 Conference

**CLSD**

g. Banners – JENN will research new popup displays for conference booths. Est pricing for geometric backdrops \$1175/\$1275 and pop ups \$245 small tabletops \$45.

**OPEN**

h. EA Conference attendance – Who wants to attend other EAs?

- ii. NHCFAE Puerto Rico August 6-8, 2019- Nicki James, Louisa
- iii. NBCFAE August 26-29, 2019 Baltimore- Jenn Lemmon/Vanessa
- iv. CFS LAS Sept 16-18 Patti/Micah/Christine Johnson
- v. ATCA Oct 20-23, 2019- Christina Calvert, Jenn/ Patti
- vi. FAAMA Nov 3-7, 2019 LAS- Patti, Christina Calvert, Aimee maybe Robin
- vii. WAI March 6-8, 2020 Orlando JENN will reach out to see how much a booth will cost or maybe think of supporting the GIAD day
- viii. TWO/NAAN/NAPA/GLOBE 2020. CC will be at a meeting next week and will get information on dates.

**OPEN**

d. Facebook Donate button- Yes we feel okay putting scholarship account information on FB so people can donate. We discussed being careful on how many fees are being used and if there are recurring charges. CC will follow up on extra charges.

e. PWC Store- Jenn Lemmon- July 14-August 10. Total Sales \$1594 after fees \$300. Maybe do the store again in a couple of months. Maybe place an order with extra items to have on hand to sell at conferences.

**OPEN**

f. GIAD full page marketing ad: \$1,080 July 12. Read by more than 20,000 readers. Jenn Lemmon contacted Kelly Murphy POC for GIAD article she said the art department can assist in development.

**CLSD**

g. Electronically transfer funds for vouchers: Venmo, Bill Pay, Google Pay- Tina Santiago. We wanted to try GooglePay for vouchers, however you need to be able to sign the voucher. Google Pay has an App and you can use Genius Scan or CamScan are apps you can use to upload receipts. Electronic Voucher was sent to everyone. Currently we have had some issues and get a warning that says ensure you are sending it to the right person. We will continue writing checks until we get this issue resolved. There was a larger amount sent to Jenn that has not been received yet.

**OPEN**

- h. Sharepoint/ new shared account. Tina Santiago. We may have an opportunity to move to something different. All documents need to be accessible to our membership. Once we don't want to use it, we can archive it and send it to the historian. Jenn is going to download everything we have on Sharepoint to google to see how much data we would use. Jenn will look into this.

**OPEN**

- i. Kent State University- Mentor Invite Letter. CC will follow up with Connie to get some more information.

**OPEN**

**2021-**

Searching for hotels. Sept 24-26 possible visit to PR to search for hotels

## **6. Review Task List**

- a. Christina:
  - Ask Courtney Wilkerson ACR1 to get a list of all POCs for all the service areas. Ask Patti.
  - NATCA is rolling out a respect campaign but we can put something out on our website.
    - ❖ They are still briefing people so we are waiting for a release. No more information. Officially being rolled out at CFS
  - Draft a letter to send to all members about Canada Conference, rewards membership for free WIFI at conference, waiting on more guidance from the FAA about employees on international travel Goal is October to be sent out at mentorship for members.
  - Draft a message to put on a post card to be sent out at September BOD meeting.
    - Look into Constant Contact. starting at \$20 a month
    - Email new Conference Chair POC info to Colleen
  - PWC Legal Fees concerning Trademark application- maybe reach out to Maria.
  - Coordinate with Anna from conference to have BOD training in ATL
    - CC will follow up with FAA communications about Look like a Controller
    - Facebook Donate button- Yes we feel okay putting scholarship account information on FB so people can donate use caution on how many fees are being used and if there are recurring charges. CC will follow up
    - Post FB message or email asking members to make videos #iamcontroller

- Talk to Connie about Kent State and the Membership Email she sent.

b. JENN:

- Researching new pop ups for conference booths.
- Great Lakes Scripts – Pam Brophy looking for someone to take this over, Kelley Kohring has volunteered. JENN/CHRISTINA will talk to Pinky to try to get the organizational group code so we can expand the use. Jenn will send an email. Kelley may not be able to take on Scripts. We will need to find a new volunteer
- PWC Scholarship Inc getting on the Combined Federal Campaign list for scholarship fund – how?
- Look through Jamie’s email to find out information on Amazon Smile for scholarship fund.
- Provide CHRISTINA a Worksheet for Annual Reports.
- Research Etsy, Ebay or Amazon for PWC store, going to look at 2 other additional websites first
- Get another round of the store up and running- maybe mid July CLSD
- Get an inventory/cost analysis to Tina needs to add items from Pat Tiner
- RIGIL products for STEM events There is an MOU signed with NATCA that will not allow the program to run on Ipad except for at the facility. If we tell Abby Smith about our events the RIGIL company can send representatives with their toys
- forward STEM/ACE events information to Louisa and see if we can do this at the 2020 Conference
- Reach out to Cathy Hayward about doing food for conferences in the future
- WAI March 6-8, 2020 Orlando JENN will reach out to see how much a booth will cost
- Get with Tina to discuss marketing/saleables for ATCA conference
- Ask Judy about Andrea Chay and get an update on the historian stuff
- Lifetime Membership: Amiee said that someone asked about a Lifetime Membership. It will be brought up at the General Business Meeting due to the possibility of it being controversial but before that a committee will be created to create a proposal. AIMEE will ask Andrea Chay (member who asked) if she is willing to lead a committee to show what that Lifetime membership would look like.
- Reach out to Tammi Jo Schultz company. Because we are going to use the book for our book club.
- Send Shawneise email that you got from Micah with the PWC powerpoint.

c. JENNY

- will look into what to do to create an “Establish Voluntary Dedication”. Sent an email, no response. Will follow up with a phone call
- W/MARCY Print address labels for September BOD meeting

d. CC and JENN

- Find a gift to send in September to all members luggage tags, button, and postcard
  - Jenn will talk with Kelly Murphy from WAI. CC will wait for their proposal for next year and develop a spreadsheet discussing the two ads.
  
- e. VANESSA/CHRISTINA FILIPOWSKI
  - Complete Gallup Strength Finders
  
- f. AMY
  - Follow up with Natasha on NBCFAE
  
- g. CHRISTINA FILIPOWSKI
  - Develop mentorship excel spreadsheet on Sharepoint get with CC and add names to mentor list. Then send list to Connie
  - upload STEM information to Sharepoint
  - write article about PWC ATL social
  
- h. MICAH
  - Micah will follow up with ICAO for the pricing on an ad.
  - MICAH will set up a facebook poll on how did you hear about us?  
COMPETE

## 7. New Business:

- a. Update on the Canada Conference- 50s theme. Closing banquet is 50s sockhop theme offsite at an Aviation Museum. NavCanada is sponsoring at least 6 ppl for conference and \$50,000. UniFor is sponsoring \$30,000 for closing banquet
  
- b. Anna Dorshaw- The board completed Strength Finders training led by Anna Dorshaw. We discussed each of our personal strengths, our strength as a board and as an organization.
  
- c. PWC Advertising- ATCA ads – diversity  
Last payment March 2018. We pay by the ad. We are committed for one more year.

Women in Aviation \$1,000 per ad.

ATCA develops ads. But will start charging \$50 for development

We discussed possibly outreach to our membership for artists to create an ad or hiring an artist. Purpose of the ads are to increase membership, increase exposure to a diverse audience, increase visibility for international. There are other places to advertise such as putting an ad in a childrens' yearbooks. We discussed maybe limiting our ad to only the Madrid issue. ATCA ad is a good professional association to have, and we don't want to lose that connection.



Jenn will talk with Kelly Murphy from WAI.

CC will wait for their proposal for next year and develop a spreadsheet discussing the two ads.

We want to change “how did you hear about PWC” on the membership sign up form.

MICAH will set up a facebook poll on how did you hear about us?

- d. International position/international chapters- CJ is the international chapter.
- e. Captain Tammi Jo Shultz- reached out to PWC about her new book. They are offering a discount of 30%. We decided on using an additional 10% discount instead of the shipping discount. We will use Nerves of Steel for our book club.
- f. Banners – JENN will research new popup displays for conference booths. Est. pricing for geometric backdrops \$1175/\$1275 and pop ups \$245 small tabletops \$45.
- g. Aviation Workforce Committee- is trying to figure out how people got involved in in air traffic control. If you are interested in video taping yourself of how you got involved in air traffic control send it to CC.

## **8. Off Agenda:**

- a. Election eligibility/status- President wants to appoint Lisa Gilmore to the office of DOR. The board concurs.
- b. 18-19 taxes are due Oct 15. The taxes will be extended and when Tina returns from Aruba she will complete the taxes.
- c. RD areas/FAA regions specifically NY- History- when the FAA changed from 9 regional office to the 3 service centers, the board decided to keep everything the same. Except moving NY to New England because of the population/number of members/location. There is no way to separate out specific members from specific facilities on the email. Vanessa is now in NY, but NY is not part of Eastern for PWC but is in Eastern for the FAA.
- d. Watch Articles- We need watch articles. You don't have to write articles you can get permission from the author. It doesn't have to be air traffic related, talk about travels or travel tips. Next deadline is Nov 15. Article about the social and post about our new members are good topics for the WATCH. Ask the members to provide something about themselves.
- e. Advertising- Micah- Micah will follow up with ICAO for the pricing on an ad.
- f. Sandy Holcomb created a social in Napa setting up tours of local wineries.
- g. Connie is looking for powerpoints about PWC and handouts. Which are located on sharepoint. Scholarship forms.
- h. Lisa sworn into DOR

## **9. Proposals:**

Proposal submitted on Sharepoint for ATL regional training. DOR determined funds available. Proposal withdrawn.

**10. Closing:**

3:07pm by Aimee Wright

Seconded by Jenn Lemmon