**Professional Women Controllers Inc.**

**Board of Directors**

**3rd Quarter Meeting Minutes**

**2020-2021**

**January 25-26 (Mon/Tues) Virtual**

**1. Opening:**

Call to order 10:02 a.m. CC

In attendance, Christina Calvert, Jenn Lemmon, Jenny Rupert, Christina Filipowski, Lisa Gilmore, Micah Freeman, Vonetta Lawton, Amy Magstadt, Robin Rush, Vanessa Shinners, Amy Johnson, Jenny Shepard.

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

1. Housekeeping- icebreaker question.
2. Update Board of Directors List

**3. Reports on previous quarter (2020-2021/2nd Qtr reports)**

1. President/Christina Calvert
2. Vice President/ Jennifer Lemmon
3. Secretary/Christina Filipowski
4. Director of Resources (DOR)/ Lisa Gilmore
5. Membership Director/Jenny Rubert
6. Alaska (AAL) Regional Director/ Vacant
7. Central (ACE) Regional Director/Amy Magstadt
8. Eastern (AEA) Regional Director/Vanessa Shinners
9. Great Lakes (AGL) Regional Director/Shawneise Wright
10. New England (ANE) Regional Director/Jenny Shepherd
11. Northwest Mountain (ANM) Regional Director/Kelly Hanley
12. Southern (ASO) Regional Director/Vonetta Lawton
13. Southwest (ASW) Regional Director/Amy Johnson
14. Western Pacific (AWP) Regional Director/Micah Freeman
15. International Regional Director/Christine Johnson

**4. Inventory:**

|  |  |
| --- | --- |
| President – Christina Calvert | 01 Runner  01 Floor Popup  01 white banner |
| Vice President – Jennifer Lemmon | 01 Circuit Vinyl Machine & Accessories  03 Runner  02 Projectors |
| Secretary – Christina Filipowski | 01 Printer  01 Printer case  01 Floor Popup |
| Alaska (AAL) RD – *Vacant* |  |
| Central (ACE) RD – | 01 Floor Popup  01 Table Popup  01 Runner  01 Banner |
| Eastern (AEA) RD – Vanessa Shinners | 01 Floor Popups  01 Runner  01 White Banner |
| Great Lakes (AGL) RD – Shawneise Wright | 01 Table Popup  01 Runner |
| New England (ANE) RD – Jenny Shepherd | 01 banner  Awards  Canada Quilt  Quilt Rack |
| Northwest Mountain (ANM) RD- Kelly Hanley | None |
| Southern (ASO) RD – Vonetta Lawton | 01 Table Popup  01 Runner  (Niki James 01 Table Popup 01Runner) |
| Southwest (ASW) RD – Amy Johnson | 01 Table Popup |
| Western Pacific (AWP) RD– Micah Freeman | 01 Floor Popup  01 Runner |
| International RD- Christina | ? |
| Director of Resources – Lisa Gilmore | 01 Laptop |
| Membership Director – Jenny Rubert | 01 Table Popup |
| Parliamentarian – Robin Rush | 10 Pad Folios |
| Corporate Recruitment- Patti Wilson | 01 8 foot Table Cloth  01 Floor Popup  01 Runner  01 Table Popup |
| Aimee Shingleton | 02 Table Popups  01 Runner |

**Total 26 Inventory Items:**

* 01 Circuit Vinyl Machine
* 01 Laptop
* 02 Projectors
* 06 Floor Popups
* 07 Table Popups
* 07 Tale Runners
* 02 Projectors
* 01 Table Cloth

1. **Additional Reports (*only if requested by President*)**
   1. Appointed:
2. Parliamentarian and Constitution & Bylaws/Robin Rush: No report required by the President.
3. Webpage Admin: No report required by the President.
4. Historian/Judy Noble: No report required by the President.
5. WATCH Editor/Adrienne Krunich/Jenny Shepard: No report required by the President
6. Communications Administrator/ Samirah Abdelfattah: No report required by the President.
   1. Program Managers:
   2. Education/Career Development: Laura McAllister: STEM in a box materials need to be ordered.
   3. Corporate Recruitment/Patti Wilson: No report required by the President. Gioya Albi will take over this position in June.
   4. National Conference Program Manager/Diana Eldridge: Patti Wilson will help Diana with this position beginning in June.

* 2021 Conference - Due to COVID19 the decision was made to go virtual. We signed a contract with a professional company to conduct a virtual conference. Coast to Coast will host our conference. May 4- PWC Social *May the 4th be with you* theme. May 5-6 will be half day virtual conferences. There are a few FAA speakers, virtual tour of SpacePort America, a professor that will discuss home/work life organization, MITRE possibly discuss separation between aircraft and flying cars. Kickoff will be noon or 1pm Eastern time. Cost is $31,000, additional editing can increase cost by $3,780. $20,000 in sponsorship has been secured. Conference will be recorded online and available for 30 days. Registration fee- will be a minimum of $50. It could go to 501c3 or go towards swag/shipping costs. Theme is *The Future is Now.*
* 2022 Conference- Charlotte, SC. Conference Chair: Lisa Bradfield- held during the last week in April. Currently working on a theme and a logo.
* April 23 - April 30, 2023 Conference- PWC 45th conference- San Juan, Puerto Rico- Since we don’t know what is going to happen in the future, we renegotiated the Hilton Caribe contract in PR to have the 2023 conference there. We want to continue to go to PR, however, 2022, may be too soon.
  1. Saleable Coordinator/ Pat Tiner
  2. PWC Mentor Program/Lynette McSpadden looking for someone to take over. They are working on creating a promotion video.
  3. Scholarship Chair: Trish Todd**.** Currently 1 application for scholarship.

1. **Tentative dates and locations for future BOD meetings:** 
   1. May 2-3, Puerto Rico in conjunction with Conference. Since we are doing a virtual conference we are moving our board meeting to March 29-30. And will be held virtually.
   2. March 29-30 Virtual
   3. June 10-11 Virtual
   4. September 13-14 Virtual
2. **Established goals for June 1, 2020 - May 31, 2021**
   1. **Engage, Excel, Evolve**
      1. **PWC will host 7 virtual events**

- Sept. 15 KSA/Resume training

-Oct 19 Penn State Diversity Training

-October Social Pumpkin Carving

- Dec Micah/Amy Magstadt PWC Social

-November FAA Diversity Training

-November CTI Panel

-August FAA Interview Skills Training

- Feb 10- book club event

March we will set up a variety of events for International Women’s Day Toast

* + - * Signature drink/Kelly
      * Dessert/Micah
      * Healthy dinner/Lisa/Vonetta
      * Mommy and me/Amy J

Discussed Mother’s Day Craft, craft night, cooking class, regional cook-offs, vision boards.

March 4- Jenn/CC on a panel for Penn State

* + 1. **PWC will host 1 STEM event**

CC reached out to Education/Career Development to have them set up a virtual STEM event. CC volunteered with OBAP at their first girls launch event. We also sent swag for the event. CC also participated in FAA Women’s Panel. Lisa Gilmore participated on a panel for Girls in Space Day and is talking to girls who fly and about getting involved in aviation. Amy Magstdat set up an event for 25 girl scouts to run the simulator. Jenny Shepard participated in Career Day. Christina Filipowski participated in ASU Aviation Advisory Board. Kelly Hanley- participated in STEM event with OBAP.

* + 1. **PWC will engage the membership on International Women’s Day-** March 8-CC is working with Federal Women’s Program and trying to set up a speed mentor night.We will do T-shirts again, but only send shirts to people who have not received one. We can also do lanyards.We are going to do t-shirts again, but only to people who didn’t get shirts last year.
    2. **PWC will hold a Membership Drive** Jan-March. On-going and currently have 5 new members and 1 new student.
    3. **PWC will focus on personal development each quarter. Each board member has to post on Facebook twice a month** 
       - **1st Quarter-** Lisa and Kelly
         1. **Nutrition/Fitness**
       - **2nd Quarter-** Vanessa and Jenny Rubert
         1. **Volunteerism**

Completed:

Eyeglass drive coordinated by Vonetta. 74 eyeglasses sent

Sending cards/letters to nursing homes and hospitals

Promote Voluntary Leave Donation Program

Central Region worked at a food kitchen

ACE Region did a Mobile Food Pantry

* + - * **3rd Quarter-** Christina Calvert and Robin
        1. **Book Club**

Diversity Code- Michelle Johnson- the author will do a 2 hour session/presentation during our board meeting. $500 cost.

* + - * **4th Quarter-** Amy Magstadt and Samirah
        1. **Self-Awareness/Mindfulness**
    1. **PWC will focus on embracing diversity in each goal.**

1. **Old Business**
   1. PWC Legal Fees concerning Trademark application:

* Paperwork has been filed. Contract signed May 25, 2017
* We can anticipate filing fees eventually.
* Christina Calvert is working with the same lawyer, but he is dealing with someone new in the Trademark department. The new person is much more helpful, seems to be easier to work with and hope the process will move forward faster now. We hope see the trademark being completed sometime this year.
* CC followed up on this, the lawyer may be getting pushback from the trademark and is currently doing it at no cost. The lawyer has been very unresponsive and is still working on it.

**OPEN**

* 1. #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 – Christina talked to Susan Finnegan from FAA Communications and will follow up again. At the last NEF meeting, CC was called out of the meeting.~~

~~With COVID- FAA communications is not in the office and unable to create videos.~~ Lisa and Kelly will work together to create a video by January 1st. Each board member should try to get 2 other members to make videos.

Kelly and Lisa have gotten about 15 videos. We are going to buy the Apple program- Special Cut pro which costs $300. This program gets all the voices to play together.

**OPEN**

* 1. Banners – JENN – We have found a new company we are going to use. The cost is $1,938 for all panels. The company is working on developing it and everything is pretty much done with the backdrop and is being finalized. Jenn is emailing the company to request an updated version. It is going to be a solid panel backdrop with 3 additional panels that be changed out: Diversity, Media (Jenny’s wordart), and Sponsors panel. We have received our new backdrop. It is 10x10. The additional panels are paper posters- which is not what we expected when we ordered. Jenn sent an email to follow up on the posters.

**CLSD**

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

* + 1. ~~SAFEE Event- September 25-26, 2020- Maria Hofbauer~~
    2. ~~Girls in Aviation Day September 26, 2020 Virtual Event~~
    3. ~~FAAMA- Virtual Event (we were offered a booth)~~
    4. ~~ATCA December 7-11, 2020 Virtual Event~~
    5. WAI – Reno, NV, March 11-13, 2021 –Virtual will be pre-recorded
    6. TWO- July 20-22, 2021- moved to 2022
    7. NHCFAE – Indianapolis, IN- August 2021- will not make a decision until April/May
    8. NBCFAE – Fort Lauderdale, FL August 2021- they put a deposit down for their hotel. Still considering virtual.
    9. ~~Air Traffic Symposium – Inaugural Military Joint Services (all branches) Conference, Date/Location unknown. Specifically for Air Traffic Control Services.~~
    10. ~~GLOBE, NAAN, NAPA Conference: Date/Location unknown.~~
    11. ~~Women of Color in STEM- CC reached out to see if we can see SME’s. They are having a virtual conference on October 8-10. Cost is $1,000.~~

**OPEN**

1. International update: Continuing to work this. Jenn has a draft on basic information from CJ for an International Chapter. We were hoping to have that conversation with Canada at the Conference. We would like to talk to Canada for their input and see what they would like to see to start their own chapter. Micah is willing to be on the international committee. CC, Jenn, CJ and Micah will have a discussion and follow up on this. Not knowing where we are with the trademark and COVID, this will be on hold.

**OPEN**

f. It costs $15,000 to publish a printed WATCH. A suggestion was brought up to do 2 printed WATCH’s a year, but the cost is too high. The Summer 2019 watch costed -$16,412.55. There is no cost for an online watch. We voted $17,000 for the budget in 2020 to spend on the WATCH. There are usually a lot of articles for Girls in Aviation Day, but we aren’t focusing on our organization a lot. We send 2 Watch’s to every facility (600), all members (600) then extra for Regional Directors, plus postage costs.

-Another idea is to do a smaller version of the WATCH 10-12 pages, mail them to facilities, and email the members an online version.

2 printed per year

1 printed, 2 online

Staying status quo 1 printed, 3 online versions

We have been over budget on the WATCH every year. We used to print 2 WATCH’s and now we print one. The past WATCH cost almost $20,000. Once questioned, we got $1,500 refunded. But we were still over budget. The biggest price issue is with the graphic design services. At the rate we are being charged, it comes out to 168 hours of work hours. Other companies charge $75/hour for graphic design. Lisa will get the online watch printed and sent to the BOD. Lisa sent out a printed version watch from minuteman to all board members. There are 2 types of editing- grammatical editing and graphic editing. Minuteman charges about $75/hr, which includes edited copies. Adrienne likes the printed WATCH. Some pictures printed out grainy, but that was because the WATCH was initially prepared for an online version, so they don’t anticipate that being a problem for future printing. We can also use resources like Canva/Grammerly for pictures and edits. An idea is to change the mailing strategy- smaller facilities get 2 copies, and larger facilities get more copies. After discussion we have decided to change publishers- we will use Minuteman and go to 2 printed WATCH’s a year Summer/Winter.

**CLSD**

g. Idea was brought up of developing PWC shirts for people to wear for STEM events. A proposal would have to be submitted and voted on. Idea to just send the decal to people so they can iron on their own shirt. Chrissi Culver can possibly coordinate the shirt orders with the STEM boxes. Budget is $5,000. Each board member will send a list of sizes for STEM shirts of the members that help out with STEM events.

Jenn looked into tye-dye/Neon green shirts. That we can put our logo on the sleeve and PWC STEM on the front.

TyeDye shirts- 50 shirts= $363

Neon Green shirts- 50 shirts = $235

Since most of our STEM events are going to be virtual, we want the shirts to pop. Jenn will order one of each shirt and do a test with white and black lettering to see which looks best.

Lime Green STEM shirts have been ordered. Tie Die shirts haven’t been on sale, so haven’t been ordered yet. Jenn ordered long sleeve/half sleeve shirts. The long sleeve shirts, aren’t very thick. The half sleeve shirts are tight on the arm.

**OPEN**

h. General Business Meeting

Due to the corona virus, we won’t be holding our General Business Meeting at Conference. We can have the board online and talk virtually and answer questions from the membership.

Our constitution requires us to have an annual business meeting for our members. “A meeting of the general meeting will be held annually.” Due to the cancellation of the conference we need to come up with a consensus or ask the membership of what they would be interested in. Survey Monkey/Constant Contact- how many people can we get online? If we have a limited amount of people that can join, an option will be doing a meeting for each region, but all BOD would have to try to attend all meetings. Membership still has to vote on the 2022 Conference. -idea is to have a Facebook challenge to get people involved and excited for 2022.

Constant Contact 1,000 phone members 15 web particpants

Constant Contact PRO- 100 web participants

We can increase our Constant Contact to allow more members to get online. Jenn will talk to Robin and Christina Calvert to see what we can do and make sure we are able to hold in virtually. However, due to the unprecedented circumstances we are in uncharted waters and nothing like this has happened in the past. Everyone’s schedule is changing and we are unsure what we are required to do per the SOP.

The year has completed. Maybe send out a memo that indicated we were unable to hold the Annual Meeting due to unusual circumstances and send an update on what we have completed this year. We could do a virtual meeting.

CC is working on an email to get solicitations for 2022 Conference.

CC put out solicitations for 2022 conference. We will discuss this later.

General business meeting is set up for this year.

**CLSD**

i. Membership Drive- Whoever got the most referrals- we can give up to 3 items from the PWC Store. ($120). Everyone else who referred people can be put into a drawing for a raffle from something from the store/puzzle. Any new members would sign up and receive a few months free. We also want to set up a QR code. Holiday membership drive during January-March. Discussed above 4. IV.

We are doing the Membership Drive now until April 30. All RD’s should keep putting this on your newsletter. Jenny would also like to put a mailing out about it.

**OPEN**

j. CFC-

It is too late to get signed up for this year. The cost to join is $553 for an application fee. Listing fee is $114. So the total price is about $700 for a year. We have an account made. All funds would go to Scholarship. The positive is that all federal agencies will see our organization.

It was decided that this was too expensive, so we are not going to join the CFC.

**CLSD**

**Review Task List**

Christina:

* ~~Send out an email for General Business Meeting/ 2022 Conferences to the membership~~
* Meet with International Group to discuss Canada becoming a chapter
* ~~Coordinate with Michelle Johnson- Diversity Code presentation for our January Board Meeting~~
* ~~Include in email to membership- who is on the Voluntary Leave Donation Program/if you want to donate to a PWC member on the Voluntary Leave Donation Program~~
* ~~Follow up with ATCA about the Fall ATCA Ad~~
* Figure out what to send to the International Members
* ~~Work with Robin to make Jon Ross an honorary member~~
* ~~Get gift cards for PWC Social for December~~
* ~~Let Trish know the Board as agreed to give $2,000 to scholarship fund~~
* ~~Let Trish know we have Dues Witholding for Scholarship~~
* ~~Work on a PWC virtual backdrop for Zoom meetings.~~
* ~~Get quotes for a virtual conference~~
* ~~CC will talk to Susan Finnegan to see if they are able to create videos~~
* ~~Email blast #Iamanairtrafficcontroller video instructions~~
* Talk to current PWC current lawyer to get more information on trademark lawyer.
* Calendar for facebook group
* Reach out to Tawni Pettigrove DFW/Shannon Lyman ZBW may be interested in STEM
* Ask Teri what kind of support she has at HQ to do a live broadcast for conference? Also, where will she be recording from?
* Talk to Patti/Diana about having an online store during conference
* Organize monthly happy hours starting in June

JENN:

* Ask Judy about Andrea Chay and get an update on the historian stuff
  + ~~Ask the backdrop company if they have any promo items we can send for International Women’s Day. Get a price on different lanyards.~~
  + ~~Follow-up with Patti/2021 conference committee on lessons learned and projected planning with sponsors.~~
  + ~~Work with Jenny on setting up DocuSign webinar and set up Docusign on the website~~
  + Constant Contact- Get sizes added to the website
  + ~~Ask Giola if she knows of a database we could use for tracking membership payments~~
  + ~~Send out Swag to Vonetta- nail files, pens, cloth wipes, keychains~~
  + ~~Send Lisa the online WATCH and membership addresses for WATCH quote~~
  + Figure out what to send to the International Members
  + Send box to International Members
  + Work with Jenny to update Membership Database and look into FileMaker Pro
  + ~~Work on a PWC virtual backdrop for Zoom meetings.~~
  + ~~Order,~~ Make and Mail STEM Shirts
  + ~~Get quotes for a virtual conference~~
  + Send out international packages to international members
  + Add Event Calendar/point of contact for event on our website
  + Add long sleeve PWC shirts to our store
  + Add soft shell/zip up PWC jackets to our store
  + Get prices on embroidery for PWC jackets
  + Try the bright blue PWC logo on the lime green STEM shirts
  + Order Tie Die blue shirts
  + Set up blow out PWC Store sale
  + Order PWC Thank you Cards from Vista Print- send to Membership Jenny
  + Cancel PWC WATCH services with Kathleen.
  + Order PWC stickers
  + Look into Stamps.com/other better ways of shipping
  + Let Lynette McSpadden know she has $1,000 to spend for the mentoring program
  + Research QR code
  + Look at Jackets to giveaway for conference

JENNY RUBERT

* + Work with Jenn on looking up programs for a database for membership
  + ~~Organize Membership Drive (Jan-March)~~
  + ~~Publish Membership Drive in January WATCH~~
  + Work with Jen to update Membership Database and look into FileMaker Pro
  + ~~Send CC list and addresses of international members for international packages~~
  + Work with Jenn on finding useful items to send to International Members
  + Work with Jenn about giving away jackets for conference

Robin

* + ~~Look up if we can do Honorary Member for Jon Ross at anytime or if it has to be done during conference.~~

Lisa

* + Work with Kelly to make an #Iamanairtrafficcontroller video by January 1st.
  + ~~Get online WATCH printed and sent to BOD.~~
  + Let Diana/Patti know how much money was carried over for conference.
  + Send Diana an email with your availability to set up a meeting with Diana/Patti/Connie
  + Send invoice document to Diana/Patti
  + Write checks to donate $500 to NATCA Charitable and FAA Managers Association For Feeding America.

~~PATTI~~

* + ~~Meeting with 2021 conference committee on lessons learned and projected planning with sponsors.~~
  + ~~Send Gioia the past 5 years of sponsorship information~~

MICAH

* + CC/Micah set up a conference about international chapter
  + ~~Help Mags organize a PWC Social for December~~

~~BOD~~

* + ~~Get 2 other members to make Iamanairtrafficcontroller video~~

Amy Magstadt

* ~~Develop a flyer for Member get a Member~~
* ~~Organize a PWC Social for December~~
* ~~Send Samirah the original email login for Instagram~~
* ~~Find of CFC has more fees than the $700 fees~~
* ~~Coordinate with Samirah for 4~~~~th~~ ~~Quarter Mindfulness~~

Kelly Hanley

* Work with Lisa to make an #Iamanairtrafficcontroller video by January 1st.

Doc

* Print out International Women’s Day postcards to send to International Members
* ~~Send Lisa information on WATCH editor cost comparison~~
* Organize PWC STEM event

Jenny Shepard

* Send an email to CC/Adrienne about getting involved in PWC Events

Vonetta-

* Research options for DOT/International advertising

Amy J

* Work on creating a couple of canva ads

**New Business:**

1. Discussed and balanced 2021-2022 Budget

The board voted

Jenn proposed the budget

Lisa 2nd the motion

The motion passed with 11 yes votes

**Off Agenda:**

1. ATCA AD- Run $2,600 for each ad, we signed up for 4 ads and got a discount. Amy Johnson volunteered to come up with ads for PWC. We discussed expanding our advertising- most airlines no longer have paper magaizines, they have gone virtual. There is a list on huddle of current possibilities. We discussed DOT/International options. FAA Academy/Kims Place. Amy J discussed online analytics/online ads to reach various demographics. The board decided to do 2 ATCA ads.

CLSD

2. Charitable Donation- There is $1,000 in the budget. The board decided to donate $500 to NATCA Charitable and FAA Managers Association For Feeding America.

CLSD

3. Awards- submit a write-up and their name for anyone who you think should be nominated.

CLSD

4. Monthly Happy Hours- We discussed setting up a once a month/same time/same place open invitation that is consistent for all membership. Maybe starting this type of open event in June with the new board. CC said she would take the lead and organize these types of events.

CLSD

**Proposals: None**

**Closing: 1:33 pm**

1st- Jenn motioned to close

2nd- Micah