



**International Association of Baggage System Companies
Meeting Minutes: December 20, 2007**

**Hackberry Creek Country Club
Irving, Texas
11:00 am – 12:00 pm**

Hosted By:

Five Star Airport Alliance

Attendees:

Matt Williams	Secretary/Treasurer/Director
Mike O'Connor	Public Relations/Director
Bruce McMickle	Director

Absent:

Mike Malkowski	President/Director
Gary Cline	Vice President/Director

Others Present:

Debbie Talbert	Administrator
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List of Action Items:

- ☐ Matt Williams: Establish bank account.
- ☐ Matt Williams: Get contacts from AAAE site.
- ☐ Debbie Talbert: Forward invitee list to members.
- ☐ Mike O'Conner: Review video from 11/30 meeting, extrapolate quotes and pertinent points. Begin drafting marketing email.
- ☐ All members: Revisit Membership Dues and Structure (posted on the IABSC website at "Membership/Membership Application").

Meeting Agenda:

- Finance
- Follow up to First Annual Technology Symposium held on November 30, 2007
 - o Results of
 - o Marketing strategy
 - o Member recruitment

Proceedings:

The Administrator asks if anyone objects to the recording of the Meeting.
[No one objects – the meeting was recorded]

The meeting was called to order at 11:00 a.m. by Matt Williams, acting as Chairman in the absence of Mike Malkowski. It was noted that Siemens was not represented. Debbie Talbert was present on behalf of Five Star Airport Alliance.

Finance:

Matt Williams states that he will have the IABSC bank account established the first week of January.

We have billed each of the member companies \$2,500 for five months dues, which will provide a \$12,500 initial deposit.

Five Star Airport Alliance advised that it has paid approximately \$5,127 for the costs of the November 30th meeting which needs to be reimbursed by the Association. Five Star will provide the Association with a Statement of Costs Advanced.

Recruiting Members:

How do we get member companies involved in recruiting members?

Send follow up email marketing as budgets are fresh in January. Get marketing email out to at least the audience we had at the November 30 symposium. Then follow up with phone calls.

Divide attendee list among each of the member companies.

Bruce McMickle suggests that we market segment the attendees, by airlines, airports, consultants, suppliers, GCs, etc. Each of us know people within each one of those segments. We should recruit DFW immediately and let Jim Crites start talking to the other big airports. Jim Crites along with Mike Golden will give the IABSC a tremendous endorsement.

With regards to an email marketing campaign Matt Williams asks if we have done a follow up to some of the excerpts from the kickoff with Mike Golden and Jim Crites, some quotes – have we captured any of that?

Mike O'Connor notes that we just got the symposium video today – he will review it and extract some of the interesting points and use some of those quotes in the marketing campaign. This past week he contacted a number of the industry papers, magazines, organizations and forwarded the press release to those individuals. He is waiting for feedback. We need to have a database of all the people that we want to contact. Mike notes that he needs the ability to send emails from the IABSC mailbox. Currently the IABSC mailbox is on Five Star's server and for that to happen we would need to get an outside server. However, at this time, emails can be forwarded to Debbie and she can send them from the IABSC mailbox.

Mike O'Connor suggests that each member company compile a list of those people that we want to contact to prepare for a mass marketing campaign. Starting out with sending them the press release then follow up with a phone call. Maybe we should do a monthly marketing release to everybody on those lists: what's new in the IABSC, provide a link in it, etc.

Matt Williams suggests that after we a list together, we should pass it around to see who has the closest relationship to specific entities and then do a follow up. We should get excerpts from the video, speak to our membership levels, send them our membership application and be able to invite them to our next event.

Dues Structure/Membership:

The dues structure was established in a telephone conference among the members. From that meeting a Membership Application was prepared and posted on our website.

The members present agree that the dues shouldn't be determined by a company's revenue. We need to revisit the membership structure and discuss at our next meeting.

Closing Comments:

- Our main focus right now should be recruiting. We should go to the AAAE website to find airports, airlines and vendors who are supplying the baggage companies. There are approximately 430 airports, 30 airlines, 50 vendors, plus the consultants – 500-600 possible contacts.
- Debbie will email all member companies the Excel spreadsheet with contact information of persons who attended the November 30th Meeting.
- Get excerpts and email ready for email marketing campaign. The email should discuss the benefits of membership and include a schedule of 1st quarter events.
- We have a joint responsibility to make the industry better. Share information.

- We need to host an event for controls people. Controls focus is the biggest challenge right now in the industry.
- Each of us need to put together a list of the vendors we use. For airports, we need their VP of Operations, not the airport directors.
- Need to contact Christine Halfacre to find out if it is okay to post the video (or excerpts) of the TSA speech on our website.
- Establish first quarter calendar. Matt Williams suggests that the next event should be for vendors to explain more about the membership. The following event should be a Controls Symposium.
- Matt Williams will begin putting together a 2008 budget. With that we need to discuss hiring a person to, for example, coordinate events, e-marketing campaign, membership, create forms, etc.

The Chairman moves to adjourn the meeting. Mike O'Connor seconds the motion.

The Meeting was adjourned at 11:54 p.m.

These Minutes prepared by: Deborah Talbert