2021 Regional Leadership Conference

Day 1: PEOPLE, PURPOSE & PASSION
Welcome and Navigating Your Role
15 July 2021
RLC Day 1 Agenda

- Welcome Remarks – Dan Dumbacher, AIAA Executive Director
- Overview of READ – Dan Jensen, READ Chief
- Networking at Tables
- Section & Student Branch Roles – Jane Hansen, Student Branch Committee Chair & RLC Director
- Networking at Tables
- Sharing Thoughts & Closing Remarks
Top level organizational structure

Council of Directors
- Regional Engagement Activities Division
- Integration and Outreach Division
- Technical Activities Division

Board of Trustees
- Executive Nominating
- Board-Directed Committees
  - Advisory Committees+
  - Fiduciary Committees*
  - Product & Service Committees+

Council Innovation & Initiatives Committee
- Council Steering Committee
- Council Nominating Committee
- Talent & Leadership Development Committee
- Council Innovation & Initiatives Committee

Bottoms-up Member Input (Member-driven committees)

*Defined in the Bylaws
+Can be a standing or temporary committee

Top-down Directed Activities (Board-appointed committees)
Region I: Steven Bauer, Director
DD Career & Prof Dev – Vanessa Aubuchon
DD Education – Colin Britcher, Ken Visser
DD Finance – David Paris
DD Honors & Awards – Linda Bangert
DD Membership – Ray Trohanowsky
DD Public Policy – Kerri Phillips
DD STEM K-12 Outreach – Joseph Burns, Megan Tucker
DD Technical – Brian McGrath
DD Young Professionals – Jessica Evans

Central Pennsylvania – Puneet Singla
Connecticut – David Hobbs
Delaware – Daniel Nice
Greater Philadelphia – Jon Moore
Hampton Roads – Jake Tyris
Long Island – David Paris
Mid-Atlantic – Kyle Zittle
National Capital – Nilit Raghuv
New England – Hiro Endo
Niagara Frontier – Walter Gordon
Northern New Jersey – Raymond Trohanowsky
Southern New Jersey – Julian Babel

Region II: Kurt Polzin, Director
DD Education – Cassondra Dellinger
Asst DD – Ashley Scharfenberg, Britanni Seary
DD Finance – Matthew Zuk
DD Honors & Awards – Bob Greene
DD Membership – Trevor Moeller
DD Public Policy – Chris Crumblcy
DD STEM K-12 Outreach – John Fay
DD Young Professionals – Tamara Statham

Atlanta – Neil Sutherland
Cape Canaveral – Trevor Moeller
Carolina – John Blanton
Central Florida – Christopher Stevens
Greater Huntsville – Theresa John
Greater New Orleans – Glen Guzik
Northwest Florida – Ryan Sherrill
Palm Beach – Randy Parsley
Savannah – Cameron Carson
Tennessee – Taylor Swanson

Region III: Peggy Cornell, Director
DD Education – Christopher Pestak
DD Finance – Kevin Melcher
DD Honors & Awards – Sivaram Gogineni
DD Membership – Jim Gilland
DD Public Policy – Patrick McNally
DD STEM K-12 Outreach – Ashley Flegel
DD Technical – Robert Bruckner
DD Young Professionals – Janice Gong

Dayton/Cincinnati – Troy Hoeger
Illinois – Harry Hilton
Indiana – John Gelhard
Michigan – Jonathan Vartanoff
Northern Ohio – Joe Connolly
Wisconsin – Brandon Wilson

Region IV: Sarah Shull, Director
DD Education – Edward Levanture, Tito Silva
DD Finance – James Walker
DD Honors and Awards – Savas Mavridis
DD International – Douglas Yazell
DD Membership – Svetlana Hanson
DD Public Policy – David Fox
DD STEM K-12 Outreach – Edgar Bering
DD Technical – Sidney Chocron
DD Young Professionals – Alexander Foster

Albuquerque – Paul Delgado
Houston – Jorge Hernandez
North Texas – James Sergeant
Oklahoma – Fred Struz
Southwest Texas – Pablo Bueno
White Sands/Space Harbor – Stephen McDougle

Region V: Rusty Powell, Director
DD Education – Barrett McCann, Vicki Johnson
DD Finance – Kristen Gerzina
DD Honors & Awards – Michael Martin
DD Membership – Enanga Fale
DD Public Policy – Arjun Rao, Colin Campbell
DD STEM K-12 Outreach – Carolyn Evans
DD Technical – James Horkovich
DD Young Professionals – Chris Stevens

Iowa – Alan Tribble
Rocky Mountain – Alex Dukes
St. Louis – Sanjay Jayaram
Twin Cities – Kristen Gerzina
Wichita – Atri Dutta

Region VI: Oleg Yakimenko, Director
DD Education – Arianna Sanchez and Ethel Grace Monte de Ramos
DD Finance – Jane Hansen
DD Honors & Awards – Jeffrey Jepson
DD Public Policy – Matthew Angulo
DD STEM K-12 Outreach – Elishta Jepson
DD Technical – Calle McCarthy
DD Young Professionals – Bradley Williams

Antelope Valley – Jason Lechtiak
China Lake – Michael Petersen
Los Angeles-Las Vegas – Jeff Puschell
Orange County – Brany Panclcy
Pacific Northwest – Matthew Masquelet
Phoenix – Scott Fouse
Point Lobos – Giovanni Minelli
Sacramento – Andre White
San Diego – Joel Perez
San Fernando Pacific – Dean Miller
San Francisco – Eric Wahl
San Gabriel Valley – Hemali Vyas
Tucson – Teresa Clement
Utah – Scott Nowlin

Region VII: Cees Bi, Director
DD Europe – Roelof Vos
DD South America – Joao Luiz Azevedo
Adelaide – Patrick Neumann
Sydney – Dawn Hu

Student Branch Subcommittee: Jane Hansen, Chair
Aaron Harcrow - Faculty Advisor Award
Regiona 1-VI Deputy Directors of Education

AIAA Staff Liaison: Lindsay Mitchell

Last modified: July 9, 2021
Overview: Regional Engagement Activities Division (READ)
Overview: Regional Engagement Activities Division (READ)

- Chaired by, Chief, Regional Engagements Activities Division
- Composed of READ Chief, seven Regional Directors and Student Branch Committee Chair
- Manages the activities of the Regions
  - Primary “touch point” for majority of AIAA
  - Primary regional interface for the Institute
  - Includes Sections and Student Branches
  - Coordinates activities among Regions (Student Paper Conferences, Congressional Visits Day)
  - Recognizes high-performing Sections with annual Section Awards
  - Informs the Council and Board of issues shared across Regions
- Student Branch Committee administrates student branches (chartering & dechartering & creates programming based on branch needs)

Works Together with TAD and IOD to Provide the Best Products for our Members
Regional Advisory Committee (RAC)

- Chaired by, Regional Director
- Composed of section chairs (or appointee) and Deputy Directors
- RAC meetings are held several times throughout the year depending on the Region and the Regional Director
- Aids in sharing “best practices” of the Sections within the Region
  - Primary section interface for the Institute
  - Primary mechanism for Institute activities to flow to section leadership
  - Includes Sections, Deputy Directors, and Student Branches
  - Organizes Regional Student Paper Conference in each Region
  - Recognizes high-performing Sections and section leadership
  - Informs the Regional Director of issues from each of the sections

Sections Work Together Through RAC to Provide the Best Products for our Members
Regional Deputy Director Positions

- **DD Education** – responsible for outreach to the Regional Student Branches and assuring the student conference is successful, including helping local sections to identify the student branches in their section boundaries.
  - Support of the Regional Student Paper Conference may include host university site selection, review of budgets, and general support of the conference organizers, providing an interface between the conference organizers and the Regional Director.
  - Member of the Student Branch Committee under READ

- **DD Finance** – responsible for managing and preparing the accounting of all funds that are at the discretion of the Regional Director and/or that serve the Regional membership as well as interacting with the sections to assist with financial reporting and encouraging applications for incentive funds.

- **DD Honors & Awards** – responsible for encouraging Sections to have a comprehensive honors and award program as well as member of and is the Regional Liaison to the Honors and Awards Committee.

- **DD Membership** – responsible for keeping the Sections informed about membership programs and promotes membership retention and growth.

- **DD Public Policy** – responsible for advising and assisting sections within the Region with public policy activities.

- **DD STEM K-12 Outreach** – responsible for pre-college, K-12 STEM outreach efforts, with an emphasis on aerospace related activities, as well as keeping the sections informed about activities that are available at the Institute level as well as the forum events.

- **DD Technical** – responsible for encouraging Sections to bring technical and professional development content to the members, including aggregating ideas from across the region and encouraging cross-section activities as well as being a member of the Technical Activities Division as a Regional liaison.

- **DD Young Professionals** – responsible for promoting and encouraging sections to provide programs for young professional (YP) members of the Institute, defined as those under the age of 35, as well as being a member of the Young Professional Committee as a Regional liaison.
Categories of Money

- **Category I funds** are rebates sent annually to the Sections based upon professional membership numbers.
- **Category II funds** represent the award money for annual Section awards.
- **Category III funds** are Regional Director discretionary funds.
  - Intended to support first-time events and initiatives (not recurring annual support).
  - Used to help Sections procure a digital projector, tablecloth, banner, etc.
  - Used to supplement travel stipends for RLC or CVD.
  - Sections apply for Category III funds via a request form that is then approved by the Regional Director.
- **Category IV and V funds** are READ Chief discretionary funds.
- Sections receive Categories I & II funding from AIAA in October.
Break: Networking for 20 minutes

- Click on a table to join a discussion
- Ask questions, share best practices & have fun

- Steve Bauer, Region I
- Trevor Moeller/Matthew Zuk, Region II
- Chris Pestak, Region III
- Svetlana Hanson, Region IV
- Rusty Powell, Region V
- Oleg Yakimenko, Region VI
- Cees Bil/Joao Azevedo, Region VII
Section Responsibilities

- Deliver value to AIAA Members locally through networking, programming and events
- Support AIAA’s Vision, Mission, and Strategic Plan
- Represent Section members within the Region
- Engage Student Branches within the Section
- Serve the membership and industry through K-12 STEM outreach and public policy engagement
- Support professional progression and recognition of Section members through Honors & Awards
- Annual Requirements: Submit an Annual Report, audit/budget report and provide an up-to-date roster of section officers
Section/Branch Chair Responsibilities

- Lead the Section to deliver value to members
- Work to Section Bylaws approved by READ
- Establish and/or maintain Section Policies/Procedures
- Oversee Section activities
- Plan and chair meetings
- Work with Section officers
- Interface with and support the Regional Director and Deputy Directors
- Participate in Regional Advisory Committee (RAC)
- Encourage Section members to participate in local, regional and national events
- Establish the vision for the future of the Section
- Ensure momentum is maintained through Succession Planning
- Reach out to Lindsay Mitchell (lindsaym@aiaa.org) and your Regional Director for any questions, support, or help needed
Succession of Leadership/Section Elections

- Make sure process is documented and fair to all
  - Identify open positions
  - Provide detailed job description including time requirements
- Create a nominating committee to provide oversight of this decision
- Start thinking about your replacement when you take over
  - Get a Vice-Chair in place
  - Consider “new blood”
  - Cultivate back-ups
  - Offer leadership training
- Encourage all members to participate in election process
- Quickly count votes and report results
Steps to a Successful Section/Branch

- Plan great meetings
- Engage your members (Students, Educators, YPs, Professionals)
- Add value for your members
  - Spearhead AIAA membership upgrades
  - Provide letters of recommendation
  - Recognize section members
  - Give awards to section members, section leadership, students, and faculty advisors
- Encourage participation in Congressional Visits Day (provide additional funding if viable)
- Interface with Student Branches
- Support your Regional Student Paper Conference
- Review Section Award Spreadsheet for other ideas
Regional Engagement Activities Division

Break: Networking for 20 minutes

• Click on a table to join a discussion
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• Steve Bauer, Region I
• Trevor Moeller/Matthew Zuk, Region II
• Chris Pestak, Region III
• Svetlana Hanson, Region IV
• Rusty Powell, Region V
• Oleg Yakimenko, Region VI
• Cees Bil/Joao Azevedo, Region VII
Thanks for attending!

See you on 21 & 27 July
Back-Up Charts:
Information You May Want or Need
Additional READ Information:
Having a Successful Section
Plan Great Meetings

- Make meetings rewarding, challenging, interesting, and fun
  - Host facilities with pertinent speakers/tours available
  - Encourage members and non-members to attend
  - Discuss benefits of membership
- Location of meetings should consider
  - Ease of and ability to schedule facility
  - Number of members that can be accommodated
  - Proper audio/visual (as required)
  - Food availability and associated rules
  - Local section participation
- Publish meeting notice / agenda early
  - Members’ planning
  - Special Arrangements
- Announce next meeting location and time
Engage

- Use AIAA’s online community platform ENGAGE at engage.aiaa.org
- Helps you promote your Section events and activities with only your Section or all of AIAA membership
  - Post and comment on Discussions
  - Post an event
  - Upload and host files (meeting minutes, photos, flyers, etc.)
  - Communicate with Members
Interacting with Student Branches

Sections should be doing the following:

- Invite students and their advisor to your meetings, make sure that you (or someone from your council) attend their meetings. You may be surprised at what is happening on campus.
- Invite students and their advisors to social events. Networking is important to students. Meeting influential members of the section in a relaxed environment.
- Invite students to be part of your section leadership (i.e. liaison with each student branch), they may have interesting ideas.
- Make opportunities for students to interact with local companies. This will ensure that your section has a steady supply of young professional members.
- Encourage students to nominate their advisor for the National Faculty Advisor Award.
Resource Involvement in Student Branches

Sections should be doing the following:

- Check in with the faculty advisor and student branch chair at the beginning of each semester to determine what they could use assistance with. The names are on the AIAA web site under Students/Educators Student Branches.
- Support the branch if they participate in the DBF.
- Support the branch attendance at Regional Student Conferences (RSC).
  - Sign up to judge papers for the RSC – these students are the best and the brightest in your region and have gone above and beyond in writing/presenting a paper
    - Technical judging is all on-line
    - Audio judging if the conference is in your area
  - If the RSC is in your section, help to organize the conference. Students may not have a lot of experience organizing a conference and you can help!
Section Awards

- Section Awards are a way for your Section to be recognized for your outstanding achievements during the FY as well as a chance to receive additional funding.
- Section Award Forms are due in June and winners are announced in September in conjunction with the Regional Leadership Conference.
- Section Awards in each of 5 size groups:
  - Very Small, Small, Medium, Large & Very Large
- 1st, 2nd, 3rd places are awarded.
  - All section winners (first, second, and third place) are awarded certificates.
- Section Awards are given for:
  1. Communications
  2. Membership/Honors & Awards
  3. Young Professionals
  4. Technical Activities
  5. Public Policy
  6. Section Students Partnership/STEM K-12 Harry Staubs

- AIAA Outstanding Activity Award
  - The Outstanding Section Activity Awards are judged by the Regional Directors.
  - Awarded to the most innovative and successful Section activities substantially benefitting the membership.
Financials Matter

- AIAA must adhere to strict accounting practices and properly book revenue and expenses to comply with the law, pass audits, and retain non-profit status.
  - This is easy for you – Staff has it covered
    - Just use custodial accounts and adhere to policy
    - Report all revenue, from all sources
  - If you go it alone – you are on your own
    - Use of “AIAA” is not authorized on bank accounts
    - Who owns your bank account? Who is liable for taxes?
    - Who is handling accounting and legal compliance?

One AIAA → Relax, Staff’s Got This
Add Value for Your Members

- Look for ways to “add value” for your Members and supporters
- Spearhead AIAA membership upgrades
- Provide letters of recommendation
- Recognize section members in their home organizations
- Give awards to section members, section leadership, students, and faculty advisors
Other Leadership:
Board of Trustees
Board Committees
Integration and Outreach Division
Technical Activities Division
Integration and Outreach Division (2021-2022)

Jeff Laube – Chief, Integration and Outreach Division
Staff Liaison – Angie Lander

AEROSPACE OUTREACH GROUP
Tucker Hamilton, Director
Jeff Jepson, Deputy Director
History – Kevin Burns
Society and Aerospace Technology – Amir Gohardani
Women of Aeronautics and Astronautics – Annika Rollock

YOUNG PROFESSIONALS GROUP
Ashlee Youngpeters, Director
Kaela Martin, Director-Elect
Sam Alberts, Director Emeritus
Networking/Professional Development – Tejas Puranik
Membership & Awards – Nathan Crane
Communications/ Engagement – Bryan Kowalczyk

INTERNATIONAL ACTIVITIES GROUP
Mary Snitch, Director
Aerospace Coalition Outreach – Ken Hodgkins
Honors and Awards Development – Anthony Murfett
Strategy & Implementation – Bob Winn

INTEGRATION GROUP
Peter Hartwich, Director
Tom McLaughlin, Deputy Director
Aerospace Traffic Management – Vince Schultz
CFD Vision 2030 - Dimitri Mavriplis
Digital Engineering – David Kepczynski
Directed Energy Systems – Don Wittich
Green Engineering – Kurt Papathakis
Space Exploration – Surendra Sharma
Supersonics – David Lazzara
Transformational Flight – Doug Stanley
Unmanned Systems – Mike Logan

BUSINESS AND MANAGEMENT GROUP
Les Lake, Director
Economics – TBD
Legal Aspects of Aeronautics and Astronautics – Michael Dodge
Management – Raymond Flores

IOD LIAISONS
Council Innovation and Initiatives Committee (CIIC):
Tom McLaughlin, Member
Les Lake, Member
Vince Schultz, Member

Honors and Awards:
Suzanne Smith

Engineer of the Year:
Jeff Jepson
Jonathan Cooper

FORUM POCs
Brent Pomeroy, AVIATION
Vince Schultz, ASCEND
Mujeeb Malik, SciTech

Last modified: 2 July 2021
Student Programs
AIAA University Programs

- **Graduate and Undergraduate Scholarships** — Fund your degree and earn profession-wide recognition.
- **Design/Build/Fly (DBF) Competition** — Participate in this challenging and industry-recognized competition.
- **Design Competitions** — Compete in annual design challenges that span the breadth aerospace technical fields.
- **Participate and Present** — AIAA’s Regional Student Paper Conference (RSPC) provides opportunities to present your technical papers and research.
  - Region VII: University of South Wales, Sydney, Australia (Nov. 25-26)
AIAA Strategic Plan - 2018-2021

AIAA Vision Statement:
AIAA's vision is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

AIAA Mission Statement:
AIAA exists to help aerospace professionals and their organizations succeed.

Tag line: Shaping the Future of Aerospace
Strategic Plan

MISSION
AIAA EXISTS TO HELP AEROSPACE PROFESSIONALS AND THEIR ORGANIZATIONS SUCCEED

CORE STRATEGIES
DATA DRIVER
Use the appropriate data in the analysis of decisions
CURATE CONTENT
Be the leader in curated aerospace content
THOUGHT LEADER
Be the thought leader in technology and capability advancement

GOALS
FINANCE GOAL
Assure financial sustainability
A: 3% Revenue growth
B: Diversified revenue

MEMBERSHIP GOAL
Increase member loyalty and investment
A: 87% Member retention
B: 3% Membership growth

ORGANIZATIONAL GOAL
AIAA’s capacity will be sufficient to meet the needs of our members
A: Member data-driven decision making
B: Aligned volunteer activities with strategic plan
Audience
AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS