

MINUTES OF THE
EXECUTIVE COMMITTEE
(September 10, 2003)

Subject to the approval of the Executive Committee the following minutes are submitted. The Executive Committee Meeting was called to order on September 10, 2003 at the Oregon Convention Center in Portland, Oregon at 5:30pm. Those present were:

VOTING EXECUTIVE COMMITTEE MEMBERS:

<u>Name</u>	<u>Office Held</u>
Larry Hothem	President
Penny Axelrad	Executive VP
John Clark	Treasurer
Dan Crouch	Western VP
Chris Bartone	Eastern VP
Rudy Kalafus	Immediate Past President
John Lavrakas	Satellite Division Chair

NON-VOTING PARTICIPANTS:

<u>Name</u>	<u>Position Held</u>
John Raquet	Outreach: Education/Students Chair
Frank van Graas	Past President/Author Web Development Plan
Carl Andren	Technical Director
Lisa Beaty	Director of Operations
Rick Buongiovanni	IT Manager

AGENDA

1. Review of proposed section sponsored Graduate Student Awards Program/Policy
2. Review of proposed Web Development Plan to be presented to Council in January
3. E-mail List Rental Policy
4. New Business

ION Section Sponsored Graduate Student Awards Program

John Raquet introduced the ION SECTION SPONSORED GRADUATE STUDENT AWARD PROGRAM. See attached file: [Student_Graduate_Section_Award.pdf](#)

Raquet stated that the purpose of the graduate student award was to encourage more students to work in the navigation field and that these would be students with greater chance of having long-term involvement in the ION.

It was explained that while the criteria for the graduate student award would need to be approved by the local section, the university would administer the award itself. It was also noted that this program was in addition to the currently approved section scholarship program and the \$250 student awards programs.

Motion: Executive Committee approves ION Section Sponsored Graduate Student Awards Program. Proposed that program be funded from the ION's new initiatives fund for the first year and that the program and funding options be reviewed annually. Program shall be presented to Council (January '04) for ratification. Motion made by Larry Hothem, seconded by John Clark and passed by the Executive Committee.

Web Page Development Plan

See attached file: [ION_Web_Development_2.pdf](#)

Frank van Graas reviewed the history of the ION's web page with the Executive Committee and stressed the need for the web page to become more self-sustaining in terms of revenue generation.

The web site's current benefits, in terms of accessing technical papers, for members verses non-members was discussed. The committee concurred that there is no longer a distinction between viewable verses printable on-line papers. The committee was also reminded that it had never been the ION's intention to provide full service access of all papers to members on a permanent basis. Access statistics on member downloads was reviewed and the recommendation was that viewable papers be removed from the web site right away (viewable abstracts would remain). The committee concurred that unlimited member on-line access should be eliminated.

Motion: Executive Committee approves the elimination of all viewable papers on the web site. Motion made by Penny Axelrad, seconded by Chris Bartone and passed by the committee.

There was considerable discussion over how many complimentary downloads each member should be allocated on an annual basis and what fee structure should be implemented once the complimentary allocation was used.

It was proposed that all articles/papers available via the ION web site would be distributed on a pay-per-access basis. All files are in PDF format with no security settings/limitations. Papers may be obtained using prepaid printable PDF credits. Twelve complimentary credits shall be issued annually to each member upon renewal, valid for 12 months from date of issue. Additional prepaid printable PDF credits may be purchased at a cost of \$12 each in quantities of up to 10 credits per transaction. Purchased credits remain valid until the expiration of the member's membership (i.e., if you purchase credits and renew your membership before it lapses, your credits remain valid. If your membership expires and you later renew, you will have forfeited the remaining credit balance you had when your membership expired). Refunds will not be issued for expired credits and the ION cannot issue refunds for credits consumed by accessing "the wrong article." The user must verify before file transmission that the article title/author are correct. All printable file access will be logged into a transaction log by the server (member number, article filename, date/time, etc.). In the event of an error during file transmission, members may access the PDF file from the credit activity page. Links to recently accessed PDF files remain active for 24 hours.

Motion: Executive Committee approves the web page development plan as outlined with the following modifications to the fee structure: Twelve complimentary credits shall be issued annually to each member upon renewal, valid for 12

months from date of issue. Additional prepaid printable PDF credits may be purchased at a reduced cost of \$12 each. Motion made by Chris Bartone, seconded by John Lavrakas and passed by the Executive Committee with Rudy Kalafus opposing the proposed member fee structure in favor of less free downloads and a reduced download fee.

E-mail List Rental Policy

Lisa Beaty reported that the ION has always made its mailing list available to industry related companies for one time marketing use on a paid basis. All list rental requests are reviewed prior to granting mailing permission. The piece being distributed is reviewed to ensure it is not offensive or competing with ION products or services and the requested list sort is also reviewed for appropriateness. Lists are never provided directly to the renter but to third party vendors that sign one-time-use security agreements.

It was reported that this past year the ION had begun to provide paid list rentals via e-mail that were processed through the ION's server to ensure the list could not be duplicated or used by unauthorized vendors. It was reported that one issue with e-mails, is that unlike ads that are received via the US mail, the recipients of the ad can easily identify the origin of the e-mail as e-mail list rentals are processed through the ION server.

It was reported that the ION had rented its list of GPS/GNSS 2003 attendees the week prior to GPS/GNSS 2003. The advertisement was very successful for the company that rented the list and many who received the solicitation responded directly to the vendor renting the list. So many people responded in fact that the renter of the list wanted to rent it a second time for an additional blast prior to the show.

However, it was reported that Larry Hothem had personally received two complaints and the National Office had received three additional complaints. It was noted that while this was not the first time the ION had rented an electronic list, it was the first time people had complained. Lisa reported that she believed the complaints were generated in part due to the meeting name being included in the subject line of the e-mail; thus recipients were more likely to open the advertisement as they assumed that since it was coming from ION it might have had something to do with their registration for the meeting, etc.

Based on this experience Lisa recommended that the ION continue to rent electronic lists, and that the ION continue to process these requests through the ION's servers, but with the following stipulations:

1. The ION first provide the option for all people in the ION database to opt-out of receiving paid advertisements and provide a reminder of this option at the end of every paid e-mail advertisement. The ION currently offers an opt-out option for all e-mail solicitation but Lisa proposed offering a second layer where people can opt out of receiving ads from paid list renters without opting out of receiving ION e-mails regarding ION programs and events (such as meeting reminders, annual award announcements etc.).

2. ION establish a server address of advertisement@ion.org so all paid list rentals would be sent from this address and thus people would be able to identify the e-mail as an ad and delete it if they did not want to read it.
3. The subject line of all paid list rentals would begin “ADV: insert vendor topic” so that the e-mail is also identified as an ad in the subject line.
4. All other list rental policies as currently existing would apply.

Motion: The ION continue to rent electronic lists and that the ION continue to process these requests through the ION’s servers but with the following stipulations: 1) The ION first provide the option for all people in the ION database to opt-out of receiving paid advertisements and provide a reminder of this option at the end of every paid e-mail advertisement. 2) The ION sends electronic advertisements from advertisement@ion.org. 3) The subject line of all paid list rentals would begin “ADV: insert vendor topic”. 4) All other list rental policies as currently existing would apply. Motion made by John Clark, seconded by John Lavrakas and passed by the Executive Committee with Penny Axelrad opposing.

NEW BUSINESS

Larry Hothem reported that he would work with Richard Greenspan, Bylaws Committee Chair, on a possible amendment to the bylaws, which would add the chair of the Outreach Committee to the ION’s bylaws as a standing committee. He reported that this was justified, as outreach was a significant part of the ION’s strategic plan. He suggested that the Outreach Committee would have three components: education and students; government fellows; and international. Larry suggested that he would bring this matter before Council in January ’04.

Rudy Kalafus proposed that the ION create a virtual museum of navigation instruments on our web site. It was reported that Jack Reichel had volunteered to serve as the curator.

Action: ION National Office shall create a model for virtual museum of navigational instruments for demonstration at the January ’04 Council meeting.

The meeting was adjourned at 7:30pm.