



Aviation Association Management, Inc.

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TO : VHPA Council
FROM : AAM Staff
SUBJECT: Complimentary Newsletter Policy
DATE : September 20, 1988

AAM believes the current complimentary newsletter policy is too excessively restrictive. It is our experience that continuing complimentary subscriptions to various key people and organizations connected with the market an association serves is in the best interests of the association. This is an excellent method of keeping the association and it's activities in the minds of those who are likely to publicize the association and direct potential members to the association.

As an example, our Client, the Cessna Pilots Association, has a complimentary mailing list of around one hundred. This includes the editors of all the major aviation publications, key people at Cessna and other vendors, as well as other aviation associations of a similar nature. We have found that this has benefitted the Cessna Pilots Association significantly.

VHPA could benefit from regular distribution of it's newsletter to the editors of aviation and veteran's publications, various veteran's groups, National Guard units, etc. Therefore, AAM recommends to the VHPA Council that the VHPA amend it's complimentary newsletter policy to read as follows:

"The President, Executive Director, and Newsletter Editor shall have the authority to add persons to the complimentary mailing list. Council members, VHPA members, and AAM staff may make recommendations to the President for his consideration of additions to the complimentary mailing list.

The President shall review the complimentary mailing list at least once a year and delete those whose continued receiving of complimentary newsletters would be inappropriate."