Contents

NEXT NEWSLETTER DEADLINE December 14th

President's Message

by John Dobson

Go to WPA-painefield.org.

For the past nine months the Paine Field Chapter has spent a great deal of time analyzing the most appropriate and effective methods of communicating to our membership. Of our 250 members some have yet to turn on a computer and some members make their living writing code. And we have all manner of expertise in-between.

Like it or not we need four methods to communicate with our members. They are as follows:

1. Newsletter
2. Email
3. Website
4. Flyers about the airport

Regardless of method the information presented must be relevant and current. How many times have you gone to a website only to find the data is 6 months old? How many times have you looked on your computer and discovered 75 emails from the previous day? And how many enjoy reading a newsletter with text that was written last month? And who goes about the airport to remove those old posters anyway?

To be sure the newer members will be better acclimated to electronic communications. That is why we have devoted so much time to our website WPA-painefield.org. But this is only the beginning . . . a stop gap system. The current problem with this website and all websites is that they are "on demand". Members need to reach out to initiate contact.

We hope to change that dynamic over the next 5 or 6 months. Beginning with the membership renewal notices you will see a Member Profile request. We first need to create a demographic profile of our members with emphasis on interests and needs. The ultimate goal is to create a Secure Web Front-end in Access (a database system) and then create a List Server.

Imagine "backcountry" PAE pilots with the unique ability to post a question to like minded WPA members in Spokane on Friday evening about campsite logistics in Republic on Saturday? What about an IFR rated pilot looking for a safety pilot on Saturday at 2pm in Renton? This is NOT a chat room! This is NOT a user group forum. Think of it this way. We invite new members to attend our monthly general meetings, have a bite to eat, shake a few hands and hopefully make contact someone of interest. It's almost as bad as going to a pick-up bar for a date. (And, NO! This is not going to be John's dating service!)

This is going to be a member driven service designed to bring members and chapters closer together in real time. The development and ultimate use will be member profile and interests. When the product is ready for testing we will have a computer skills class later in 2004 to help you understand it.

In the meantime go to the new and improved website WPA-painefield.org and let us know what you think. And, if you happen to be one of those "code" writers with knowledge list server systems we would like to hear from you.