

# Town Hall Meeting

Wednesday, 14 May 2025

# Topics to Address:

- Board of Trustees and Council of Directors Updates
- Financials
- Membership Engagement
- Forum/Events
  - Accomplishments
  - Risks Moving Forward
- Brand Resources for Members
- Aerospace America Changes

# Board and Council Update

Daniel Hastings, President  
Dan Jensen, Speaker of the Council

# Newly Elected Board and Council Members

- Board of Trustees President-Elect
  - Keoki Jackson, MITRE
- Board of Trustees Members-At-Large
  - Michael Gazarik, University of Colorado Boulder
  - Tina Ghataore, Aerospacelab
  - Jill Marlowe, NASA Retired
  - Ben Linder, Boeing
- Council of Directors Integration and Outreach Activities Division
  - Chief – Jeanette Domber, BAE Systems
  - Director – Aerospace Outreach Group: Sofia Russi, Denmar Technical Services
  - Director – Integration Group: Abdollah Khodadoust, The Boeing Company
  - Director – Elect-Young Professionals Group: Nathan Crane, Advanced Development Programs, Lockheed Martin
- Council of Directors Regional Engagement Activities Division
  - Director – Region IV: Ellen Gillespie, Jacobs Engineering
  - Director – Region V: James Guglielmo, Boeing Defense, Space & Security
- Council of Directors Technical Activities Division
  - Director – Information Systems: Mitchel Ingham, NASA Jet Propulsion Laboratory
  - Director – Propulsion & Energy: Rusty Powell, Astrion

# Upcoming Election Positions

- Board of Trustees – Call for Nominations will be open early summer
  - Board of Trustees – Treasurer-Elect
  - Board of Trustees – Member-at-Large (3)
- Council of Directors – Call for Nominations will be open early summer
  - Chief – READ
  - Chief – TAD
  - Director – READ – Region I
  - Director – READ – Region II
  - Director – READ – Region
  - Director – TAD – Aircraft Technology, Integration and Operations Group
  - Director – TAD – Space and Missiles Group
  - Director – IOD – Business Management Group
  - Director – IOD – International Activities Group
  - Director – Elect – IOD – Young Professional Group

# Board and Council Meetings Highlights

- Board of Trustees
  - Approved a new AIAA Position, “Clearing the Path to Mission Authorization: A Framework toward U.S. Leadership in Commercial Space Development”
  - Resolution adopted to enact terms limits for Board members and Board-Directed Committees, to be acted upon by the Council
  - Requested to clarify the wording of the volunteer leader acknowledgement form
- Council of Directors
  - Approved seven new student branch provisional charters
  - Received Integration and Outreach Task Force recommendations
  - History Committee will recognize two new historic sites:
    - Otto Lilienthal’s pioneering glider flight in Gollenberg Hill, Germany, on 24 May
    - Glenn Curtiss home of his early aircraft, in Hammondsport, NY, on 28 June
  - Regional Leadership Conference will be held 20 July, in Las Vegas

# FY25 Financials

Linda Montgomery, CFO

# February YTD Results

<div> <div>AIAA Financial Results of Continuing Operations</div> <div>Month Ending 28 February 2025</div> <div>(\$ in thousands)</div> </div>					
YTD FY24 Actual	Operations	YTD FY25 Actual	YTD FY25 Budget	Variance to Budget	Var %
\$12,160	Revenues	\$11,153	\$11,248	(\$95)	-1%
<u>(\$11,770)</u>	Expenses	<u>(\$10,192)</u>	<u>(\$10,509)</u>	<u>\$317</u>	3%
<b>\$390</b>	<b>Net Operations</b>	<b>\$961</b>	<b>\$739</b>	<b>\$222</b>	



# Membership Engagement

Merrie Scott, SVP, Membership Engagement

# Attracting the Next Generation

- New membership model in development
- Meet them where they are
- Strong in-person and digital experiences
- Enhancing university relationships
- Building a career arc (Flight Path)
- Career Center 2.0
- Creating a “30 under 30” program
- New financial planning webinar series
- New undergraduate scholarship honoring Steve Karman



# Forum/Event Accomplishments and Planning Ahead

Clay Mowry, CEO

# SciTech 2025

6-10 January, Orlando

- 6,168 Attendees - the most ever!
- Largest expo hall ever at an AIAA event
- Exceeded combined sales goal by \$52,000
- \$112K revenue above budget
- 3.5% more technical sessions than 2024
- Net Promoter Score = 22, +8% from 2024





# ASCENDxTexas

24-25 February, Houston

- 456 registrations, +4.6% over 2024
- 40+ speakers
- Record sponsor sales, +10% over 2024
- Popular and valuable event for NASA Johnson Space Center and Houston community





# Student Conferences

## March-April

- 355 papers presented, +25% over 2024
- 1,203 attendees, +24% over 2024 across six regions **NEW RECORD!**
- 61 universities & 13 high schools represented **NEW RECORD!**
- 26 Regional Sponsors
- First time in Canada
- VIP Tours
  - Honda Jet
  - OPAL RT Technologies
  - Greensboro Science Center
  - Lyon Air Museum
  - University Labs



“

I'm very grateful to AIAA for hosting such a meaningful event and for giving me the chance to grow and connect within the aerospace community.”

- Yash Chaudhari, Undergraduate Student, Embry-Riddle Aeronautical University

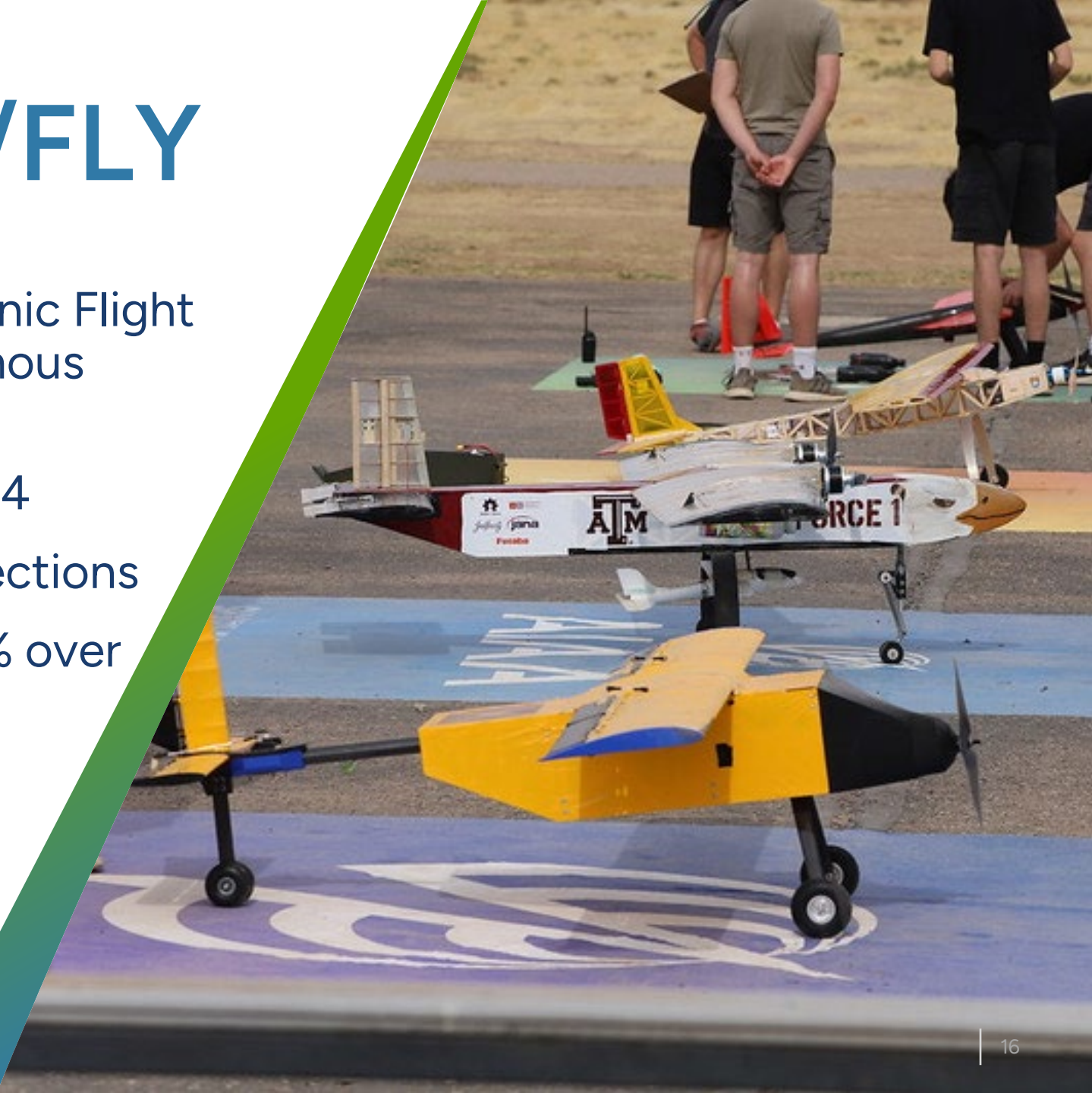


# DESIGN/BUILD/FLY

10-13 APRIL, Tucson

The mission: Execute a X-1 Supersonic Flight Test Program, releasing an autonomous glider

- 111 eligible teams, +4% over 2024
- 92 teams passed technical inspections
- 96 teams from 14 countries, +3% over 2024
- 1,207 students, +9% over 2024
- 267 flight attempts





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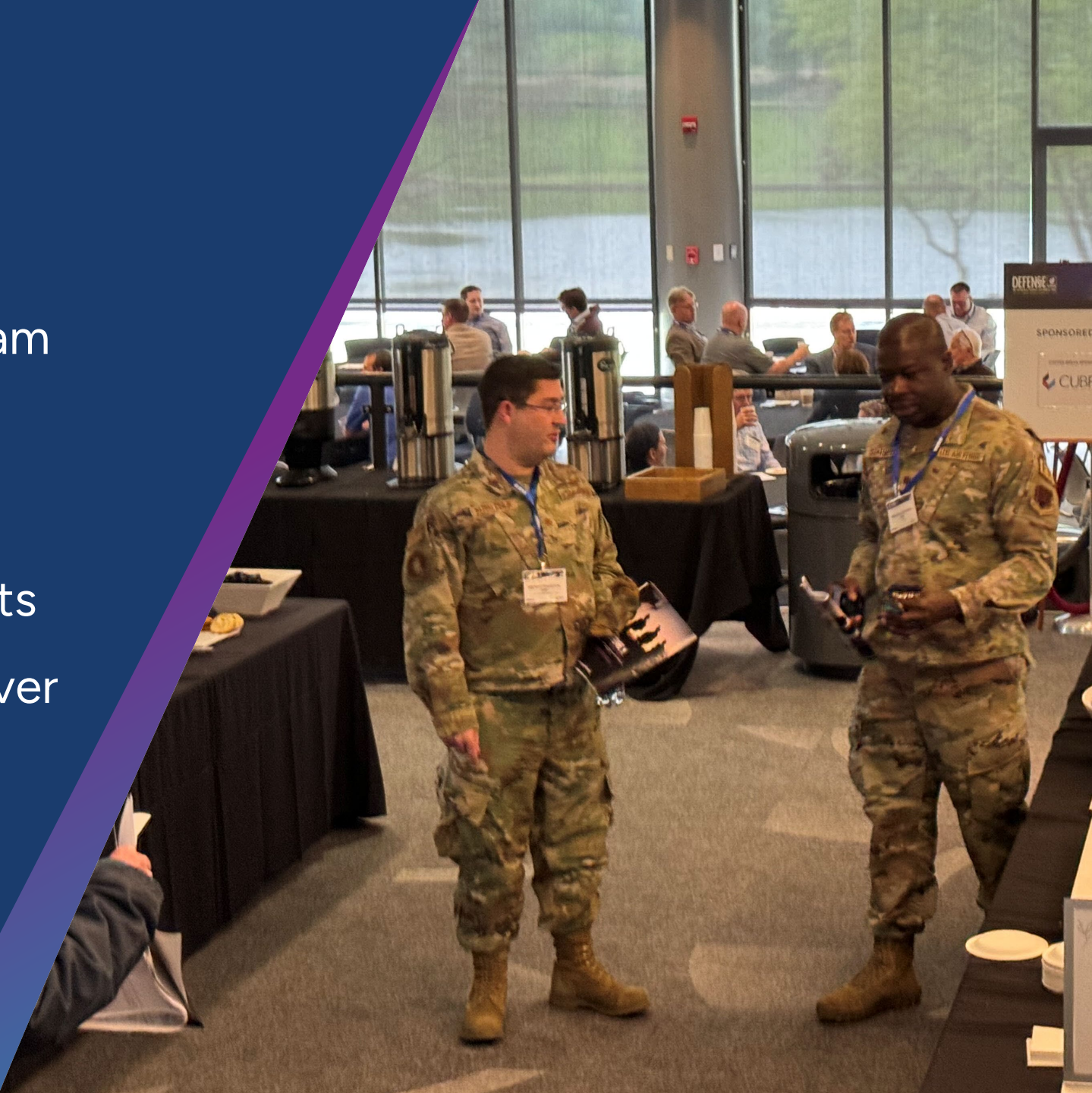
I wish every engineering student could experience something like this [DBF]. It'll change the way they think, build, and grow far beyond the scope of a grade.”

- Alyazia Al Khemeiri, Aerospace Engineering Student, Khalifa University

# DEFENSE

15-18 April, Laurel

- 8.6% increase in technical program
- 136 technical presentations
- 473 attendees, - 19% from 2024
- 25 keynote speakers and panelists
- Net Promoter Score = 31, +2% over 2024



# AIAA Awards Gala

30 May, Washington

- 353 attendees, + 3% over 2024
- 12 sponsors
- Senior leaders from government, industry, academia joined for a memorable evening









# Upcoming Events



# Risk Mitigation/Planning

- Surveyed AVIATION and ASCEND presenters to assess risk
  - 1/3 of presenters responded
  - 4% do not expect approval, 10% think approval might be delayed
  - 86% either have approval already or expect it
  - 13% of respondents from government
    - 20% of those don't expect approval
    - 40% think approval might be delayed
    - 40% expect approval

# Risk Mitigation/Planning, continued

- Working with government agencies to advocate for attendance approval
- Identifying and marketing to “adjacent” audiences for attendance
- Providing attendees with detailed notes for attendance justification
- Working with venue to negotiate contract terms
- Working with legal counsel to understand contract parameters
- Will consider surveying presenters again closer to the conference

# Brand Resources for Members

Brian Talbot, SVP, Sales, Marketing, & Communications



# AIAA Logo Rollout

## Key Developments

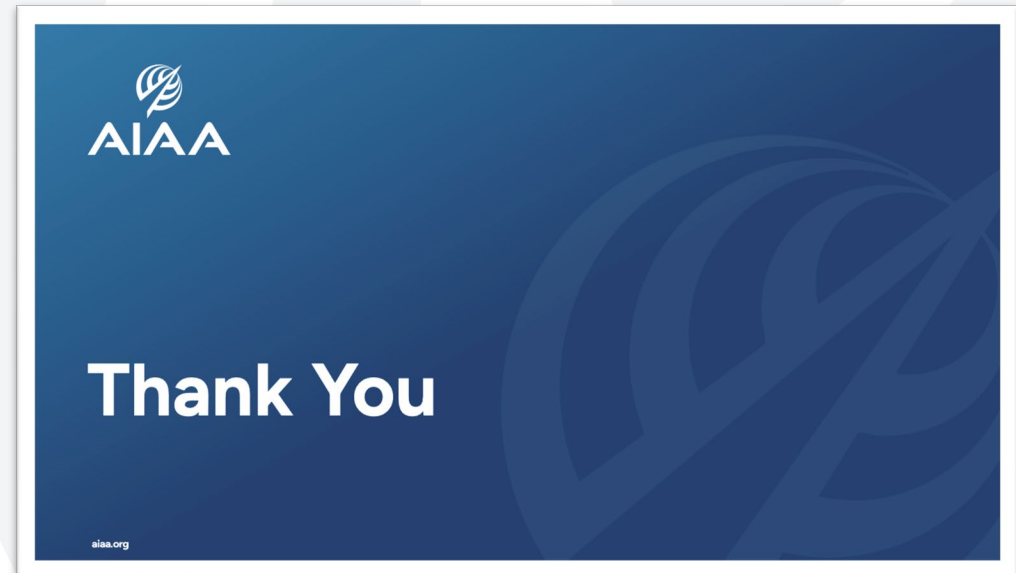
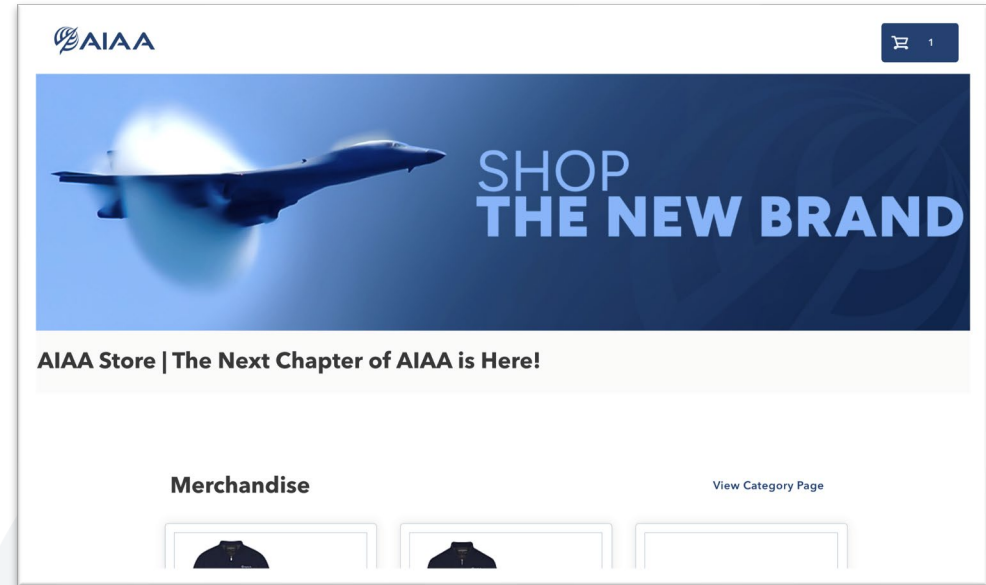
- April Logo Rollout
- Online Store

## Volunteer Enablement

- Brand Central: PPT, Logo Files, Style Guide
- Print On Demand: Banners, Signage

## On Deck

- ASCEND/AVIATION
- Back to School Campaign



# Online Merch Store: Available Now



Icon Tee

**\$25.00**



Rocket Tee

**\$25.00**



Supersonic Tee

**\$25.00**



Breaking Barriers Tee



Zip Up Icon Hoodie



Cotton Stretch 1/4 Zip Sweater (Men's)

# On Demand Store: Available June 2

HOME /  
General /



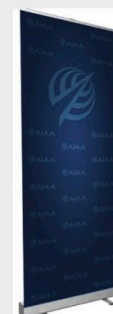
**10' Branded Tent with  
printed backwall**



**2025 Membership Tri-Fold  
Brochure**  
from \$0.50/ea\*



**30 x 30 Round Stretch Table  
Throw**  
\$189.00/ea



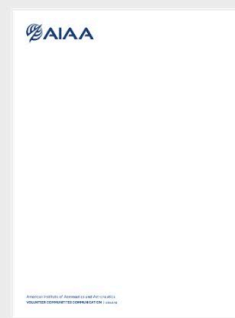
**31.5 x 78.5 AIAA Banner  
Stand**  
\$163.06/ea



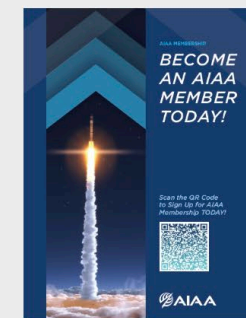
**AIAA 10 x 8 Curved HopUp**  
AIAA 10' x 8' Curved HopUp



**AIAA 6 foot Table Drape**  
AIAA 6' Full Color Table Drape



**AIAA Letterhead Volunteer**  
8.5 x 11

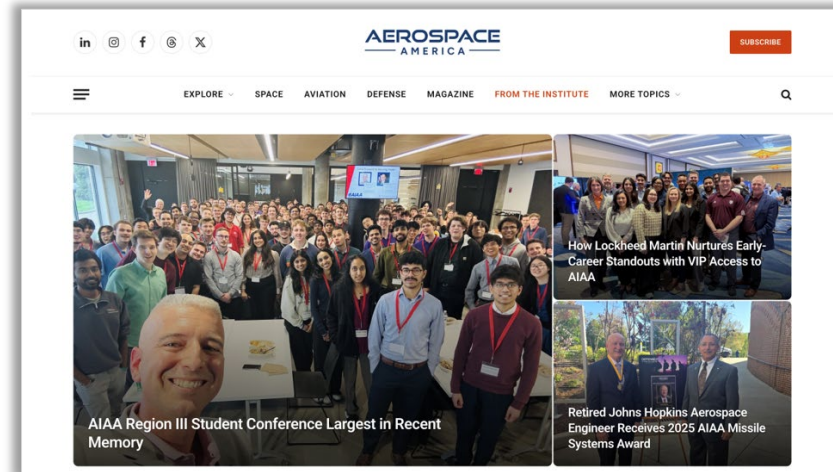
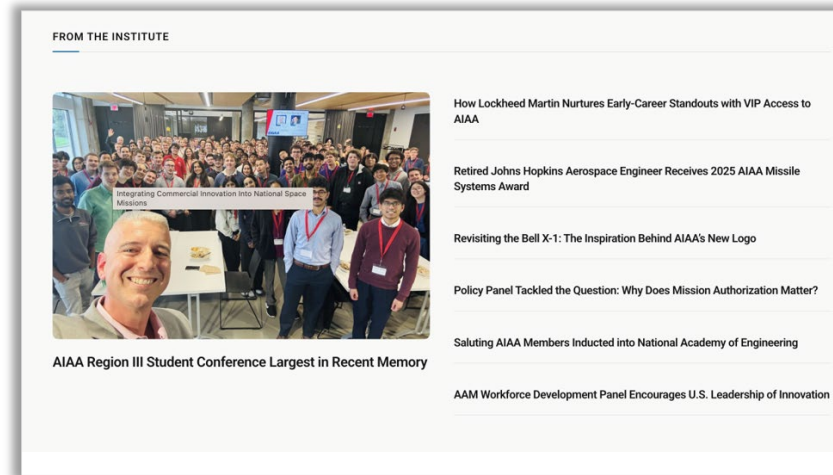
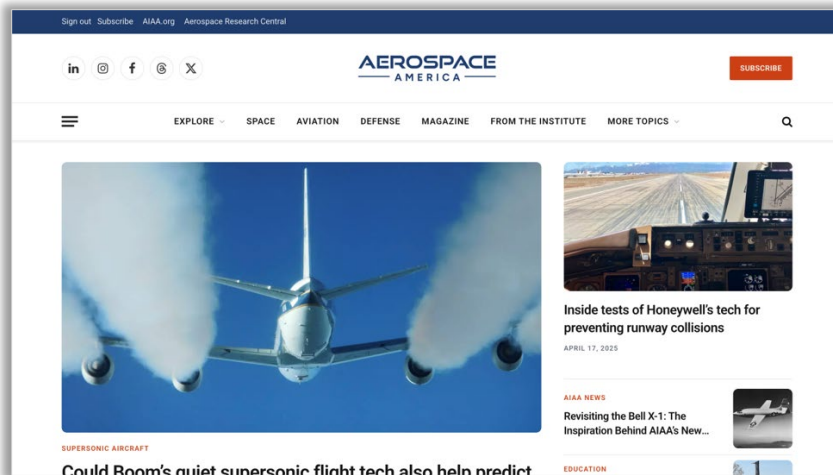


**Membership Easel Back  
Sign 8.5 x 11**

# Aerospace America

Brian Talbot, SVP, Sales, Marketing, & Communications

# Aerospace America: Web Preview







SUPERSONIC AIRCRAFT

# Could Boom's quiet supersonic flight tech also help predict



## Inside tests of Honeywell's tech for preventing runway collisions

APRIL 17, 2025

AIAA NEWS

### Revisiting the Bell X-1: The Inspiration Behind AIAA's New...



EDUCATION





## AIAA Region III Student Conference Largest in Recent Memory

**How Lockheed Martin Nurtures Early-Career Standouts with VIP Access to AIAA**

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**Retired Johns Hopkins Aerospace Engineer Receives 2025 AIAA Missile Systems Award**

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**Revisiting the Bell X-1: The Inspiration Behind AIAA's New Logo**

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**Policy Panel Tackled the Question: Why Does Mission Authorization Matter?**

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**Saluting AIAA Members Inducted into National Academy of Engineering**

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**AAM Workforce Development Panel Encourages U.S. Leadership of Innovation**

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# April-June 2025



## MISSILE DEFENSE

### Golden Dome: Smart strategy or risky business?

By Jen Kirby



## SUPERSONICS

### Barrier breaker

By Cat Hofacker



## SIMPSON'S VIEW

### Aircraft production in World War II should inspire us today

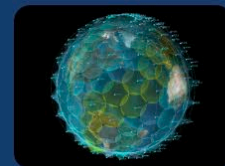
By Amanda Simpson



## Q&A

### Florida's space man

By Ben Iannotta



## MISSILE DEFENSE

### Golden Dome Analysis: Why the plan could work

By Fred Kennedy



## ENGINEERING NOTEBOOK

### Building toward (almost) perpetual flight

By Keith Button



## JAHNIVERSE

### Divided we'll fail in space and on Earth

By Moriba Jah



## FLIGHT PATH

### Aerospace Leadership: A Strategic Imperative

By Clay Mowry

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SPACE

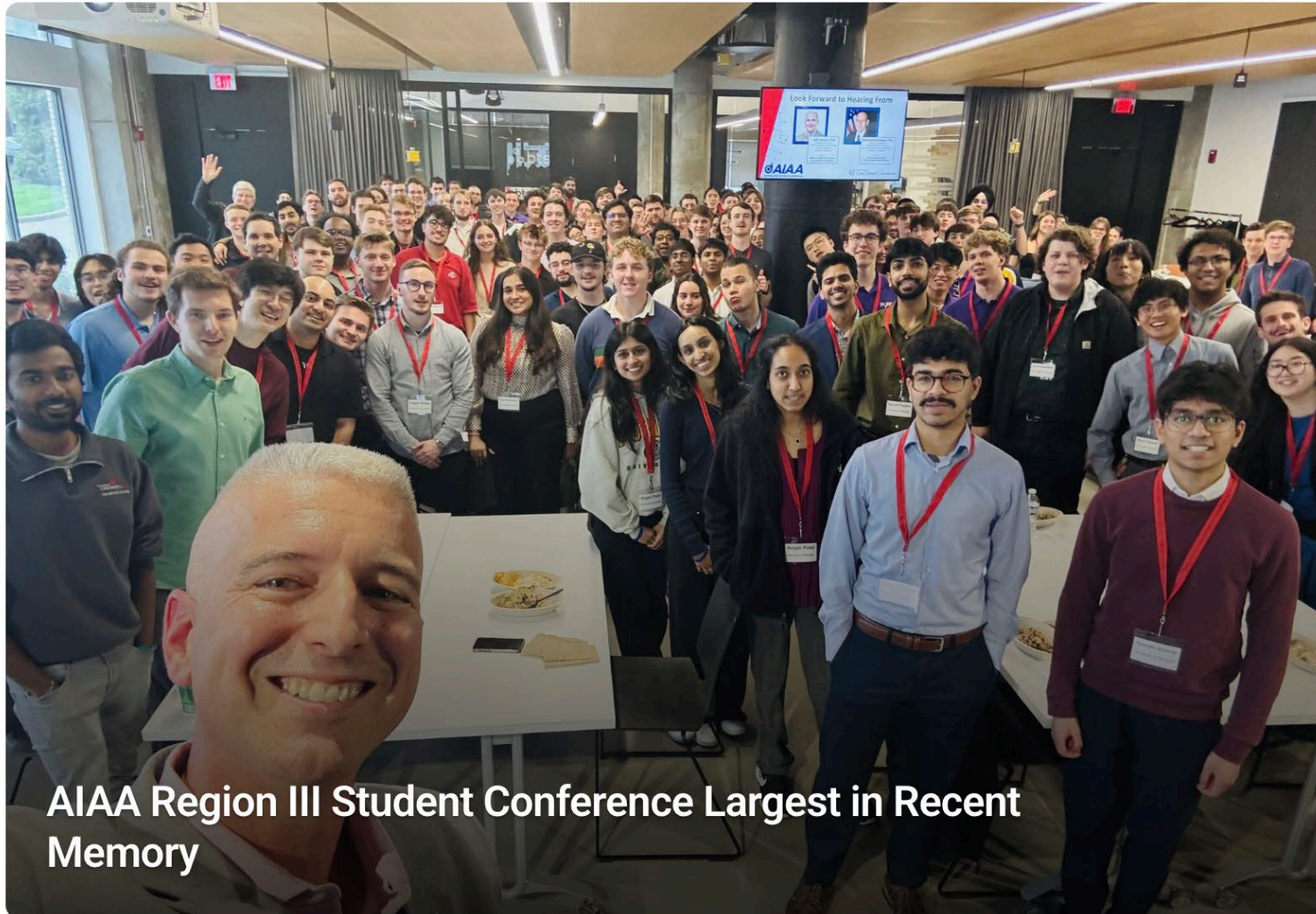
AVIATION

DEFENSE

MAGAZINE

FROM THE INSTITUTE

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AIAA Region III Student Conference Largest in Recent Memory



How Lockheed Martin Nurtures Early-Career Standouts with VIP Access to AIAA



Retired Johns Hopkins Aerospace Engineer Receives 2025 AIAA Missile Systems Award

# Aerospace America – April Rollout Highlights

- Nearly 3x Website Traffic
- Social Media Engagement
- My Daily Launch Expansion > 70K
- From the Institute – Prioritizes AIAA Member Content
- Expanded Freelance Writers/Journalists
- Positive Feedback from Sponsors, Members, New Audiences

April 1-18, 2025	March 1-18, 2025	April 1-18, 2024
<b>51K Views</b> 34K User engagement 189K Event Count Page View: 100K User Engagement: 34K First Visit: 22K Click: 1.2K File Download: 527	<b>18K Views</b> 12K User engagement 74K Event Count Page View: 35K User Engagement: 12K First Visit: 11K Click: 283 File Download: 20	<b>18K Views</b> 11K User engagement 76K Event Count Page View: 36K User Engagement: 11K First Visit: 12K Click: 296 File Download: 9

# Questions?

# Thank You