

May 6 Meeting Minutes

Key Outcomes: Survey distribution is going public, a board member removal process was initiated, and the team aligned on a messaging shift toward amplifying quality providers rather than criticizing industry gaps.

Decisions Made: Before/after UPRT surveys will be pushed publicly to anyone who has taken a UPRT course, distributed by Pete via Instagram, Facebook, and LinkedIn. The organization will pivot messaging to amplifying what quality providers do well ("mastery level" framing), avoiding language that reads as attacking. A vote passed to begin the formal removal process for board a member due to non-participation (no cause), with the right to return after one year. The Oshkosh presentation (Pete, Cuckoo, King, Rob) will be structured around Push Power Roll (~10–15 min per element) plus an NTSB case study and survey results as the closing hook. The UPRT Network committed to filling one page per issue in Sport Aerobatics (six issues/year), 500–2,000 words with photos.

Key Updates: Checking account stable at ~\$2,600; polo shirts shipped to all members. A competitor org is beginning to set training standards, viewed as parallel rather than conflicting. A survey technical issue (after-survey blocked by a cookie on the same computer) has an incognito-window workaround. An article was submitted to Sport Aerobatics (July/August issue), and the editor confirmed a monthly digital "In the Loop" feature slot for UPRT Network video content. An endowment in Northern California may fund ~50 local CFIs through spin/UPRT training; Pete is presenting to the society during a June 7–13 California trip. New pipeline members include an author of a recent Sport Aerobatics article and a flight training center preparing for accreditation.

Messaging & Perception Risk: Three negative reactions were documented (a flight school owner, an L-39 group, and a LinkedIn commenter), all interpreting messaging as exclusionary. The root insight: credible providers who feel attacked are the wrong target; messaging must woo potential members, not alienate them. Pete will reach out directly to gather feedback and potentially convert critics into allies. A CEO endorsement quote held in reserve will be released to counter negative sentiment.

Action Items: Pete to publish surveys publicly, release the endorsement quote, contact board member about the removal process, reach out to a critic for feedback, and set up a Google Drive for member video clips. All presenters to begin Oshkosh prep sessions. All members to write bios/company profiles for the magazine feature (July deadline). John to draft an article on youth/high school UPRT work. All members to record a 7-second iPhone intro video.

Next Steps: John's accreditation flight set for May 30. Rob's accreditation to be coordinated offline (possible West Virginia meetup ~May 30). California society dinner June 7–13. Next meeting to finalize the Jared removal vote and discuss the open seat.