

**Report of Capt. William Couette, VP —Administration/Secretary  
104<sup>th</sup> Regular Executive Board Meeting  
April 28, 2009**

**“Launching Our Union into a New Techno Realm”**

Good morning.

Now that you're fully aware that your union is working around the globe, let's focus on the other aspects of how your union is working for you.

We want to know, on a daily basis, what our union is doing to advance our profession—whether it's getting a better contract, making safety and security improvements, or increasing our efficiencies.

Every pilot wants to know where their dues are going, and what they're getting in return. Back in October, you made it my mission to find out how we can illustrate that. In fact, we all agreed that we needed to reconnect our line pilots to “ALPA” back in Herndon, which for many is only a concept.

I'm here to tell you we can make it real. We can give it life. We can show our members how we've made the union work better, despite depleted resources in a tough economy. I think it shows resolve, and I think it shows it takes courage to lead.

By putting the initiatives of the strategic plan in place, we're tailoring the services we provide and finding efficiencies in our systems. Let me give you a few examples.

First, we have fine-tuned our commitment to serve our members. We listened to our members' feedback and decided that they wanted structure when dealing with billing questions. We will be reassigning call center representatives to specific carriers, so that questions can be answered quickly in our Membership Department.

Then, in February, we hosted a new-and-improved Leadership Training Conference for our newly-elected representatives. We made the format more interactive—more talk, more action.

We added practice sessions, so that our emerging leaders could see what works—and what doesn't. Our staff hosted an open house, so that leaders could find out about each department, and put faces with names.

As a result, I believe this new group of leaders is better trained than perhaps any group that came before them.

And when they have questions, or need to tap into the ALPA resources, they know exactly who to contact, because everyone got a copy of ALPA's New Resources Directory. It details the services of every ALPA Department and Committee.

And, we're not stopping here. As part of the ongoing process of upgrading our private members' only website to mirror the look of the new alpa.org, we'll add the information from this booklet and more.

Today, I'm giving you a sneak preview! The following screens mock up the new Resources section of the "members only" site.

You'll see that it includes a new tab called ALPA, where you can find everything you ever wanted to know about ALPA's Resources. [PAUSE]

We've also mocked up an example "ALPA Department page," to give you an idea of what these sites will include.

You'll find that a wealth of information about the Communications Department is literally one click away. This page illustrates the resources this department provides to our pilots, including video production, Air Line Pilot magazine, and other services our leaders can use to help with their communications.

ALPA staff is in the process of gathering information from all of the departments, committees, and other groups via the directors and chairmen to create this new "members' only" Resource section. We expect this to be completed by fall.

It is a huge endeavor. Not only are we updating the look, we are also repackaging the menu options and upgrading the technology infrastructure. This allows us to offer new features to members, giving them more options in how they receive ALPA information.

In the days to come, you'll see that the website will incorporate RSS feeds. This will allow you to add ALPA information to almost any source, including your Facebook page or Internet browser.

We hope that the members who receive information this way will take advantage of this new tool. For those who aren't familiar with the process, our Communications staff will be happy to explain the value of this new feature.

You should have received a memo I sent out last week, detailing how the web-based SharePoint repository works with the Document Management Program. This should make it more convenient for your use.

This project will also allow our staff to share documents and information more efficiently, saving both time and money. It's another item we'll be implementing later this year.

Just recently, we also unveiled the Canada Board website for our brothers and sisters north of the border. This new site will soon be available through the home page and will communicate directly with our Canadian members.

In just the last six months, this organization has changed to meet the challenges and demands of this economy and this industry. We've looked at what worked, and what didn't—and made the changes. We are providing the membership with the tools and services they need in today's environment.

Unfortunately, that environment requires helping our members when they are faced with furloughs. Since I last spoke to you in October, the number of ALPA members on furlough has nearly tripled.

As the numbers rose, we took a look at the services we provided and made them better by establishing the National Furloughed Pilots Support Program.

This program coordinates the furlough activities at each carrier and provides a single point of contact, both internally and externally. The national furlough coordinator is available 24/7 to support individual furlough coordinators at each carrier.

We developed this program to work for both furloughed and pilots whose carrier is going out of business. It also includes a standing agreement with Flight Ops Inc. to help our members get back in the cockpit as soon as possible, and a website.

This site provides current and reliable information to our furloughed members, including where to get unemployment benefits throughout the U.S. and Canada. And, if you haven't seen it yet, we recently sent out the Spring 2009 quarterly newsletter, full of good and sobering information. You can also find it at the website.

Now, for a quick AERF update. In the first quarter of 2009, the ALPA Emergency Relief Fund received almost \$12,000 in contributions, bringing the balance to almost \$14,000.

We set an ambitious fundraising goal of \$100,000 in donations this year. If each of our active members gave \$3 to the fund, we could easily meet this goal. You're going to see more about the Fund in the months ahead—including stories in the magazine, FastRead, and on the website.

I'm encouraging you to support this fund, and help us reach our goal.

I think you will agree that by changing the way we do things, we make the "ALPA" concept REAL for all of our members.

Your union will continue the process by following one of Delegate Committee Eight's Goals—creating an umbrella committee that will improve and increase coordination between all of our standing committees, including education, leadership, organizing, furlough, and membership.

You may have noticed that I have strayed from my traditional report, which usually covers the membership numbers. You will still find these numbers in your notebooks. With your approval, we will see the total number increase with the addition of the AirTran pilots.

But today, it was more important to tell you how we tackled the mission of making our union better for our pilots. Now you can go back to your pilots and say, you know...they really did take that strategic plan seriously. It's not just sitting on a shelf collecting dust somewhere in Herndon.

ALPA pilots are going out and accomplishing the goals that reflect the will of their membership.

Because that's what ALPA is. It's a union, run by pilots, for pilots. And together, we are making it better. For us, for our families, and for the generations to come.

Thank you.