# Weekly Completed Activity:

Website activity:

1. Enrolled google analytics
2. Monster Analytics
3. Modified wizard-only parameters based on David Ferstz input

Communications Activity:

1. Connected with Goeff Hill and Christine Knauer regrading an AEA Member Profile.
   1. Looks like this is a go!
2. Responded to “Mail from website”
   1. Numerous spam emails
3. ARINC 717 consultation
   1. Send follow-up answers on March 9, 2021
4. MailChimp
   1. “Peregrine: Leadership in Worldwide COVID-19 Aircraft Disinfection” press release sent:
      1. 2,493 Sent
      2. 476 Opened
      3. 37 Clicked
      4. 122 Bounced
      5. 17 Unsubscribed
5. STC information:

|  |  |  |
| --- | --- | --- |
| **Need** | **STC** | **Subject** |
| STC Doc | SA09886AC | BendixKing CG100P Connected Gateway Installation Part 23 AML (King Air 200/B200) |
| STC Doc | SA01044DE | PC12 TB44 Battery |
| STC Doc | SA01053DE | PC-12 GoGo AVANCE L3 |
| STC Doc, STC # | Not yet available | Peregrine and Lee Aerospace announce Aviation Clean Air (ACA) system Supplemental Type Certificate (STCs) for the Citation 560XL |
| STC Doc, STC # | Not yet available | Peregrine, Lee Aerospace and ACA announce COVID-19 Aviation Clean Air System STC for Bombardier Challenger series Aircraft |
| STC Doc, STC # | Not yet available | Peregrine, Lee Aerospace and ACA announce COVID-19 Aviation Clean Air System STC for Gulfstream G-IV and G-IV SP series Aircraft |

# Next Activities

**Website activity:**

| **Prioritized Topic** | **Estimated Start** | **Estimated Completion** | **Comments** |
| --- | --- | --- | --- |
| Update STC data | Awaiting Data | TBD | Awaiting data from sharepoint |
| SEO | 1-Mar-2021 | 2-Apr-2021 | This will be a continuous part-time effort involving refinements and Google analytics reviews. |
| File manager installation | 25-Feb-2021 | 26-Feb-2021 |  |
| Manage Press Release and other Posting Announcements | Ongoing |  |  |
| Security & Maintenance | Ongoing |  |  |

**Communication Activity:**

1. Create Press Release for Bombardier “First shipset for CL601 STC installation”

| **Prioritized Topic** | **Estimated Start** | **Estimated Completion** | **Comments** |
| --- | --- | --- | --- |
| Bombardier Press Release | Awaiting WL |  | Kevin tasking |
| GAC G150 Heater PR | Awaiting GAC |  | Lumry tasking |

# Press Release Status:

|  |  |  |  |
| --- | --- | --- | --- |
| **Press Release** | **Audience** | **Status** | **Release Date** |
| ACA RTCA EUROCAE Participation | Press, 145 shops | mailchimp | 16-Feb-2021 |
| Bombardier CL Exclusive ACA | Press | awaiting - Wes |  |
| G150 Actuator Heater | Press | awaiting - GAC/Wes |  |
| 560XL ACA | Press | Released | 16-Dec-2020 |
| PC-12 Gogo AVANCE L3 | Press | Released | 15-Dec-2020 |
| CAS 67 Change 7.1 Owner Campaign | CAS 67 Aircraft non 7.1 | Released | 9-Sep-2020 |
| G700 TXi STC Expertise for Your Next Upgrade Project | Garmin Dealers | Released | 11-Aug-2020 |
| G700 TXi STC EMB-120 Press | Press | Released | 10-Aug-2020 |
| G700 TXi STC EMB-120 Operator | EMB-120 Operators | Released | 10-Aug-2020 |
| ACA CL-600 Series | Press | Released | 13-Jul-2020 |
| ACA G-IV | Press | Released | 8-Jul-2020 |
| May Covid-19 Update | 145 shops, press, prior contacts | Released | 5-May-2020 |
| Covid-19 Status | 145 shops, press, prior contacts | Released | 30-Mar-2020 |