# Weekly Completed Activity:

Website activity:

1. Enrolled google analytics

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
	2. TY97A installation for a Bell 47 D-1
		1. Name: Chester Peterson
		2. Email: chesterp\_356@yahoo.com
		3. Telephone: 8323818173

Forwarded to David Sam. Curious to know if this could be installed in a rotorcraft via field approval

Elliot Quote, Following up on Monday with Bill Forbes

1. ARINC 717 consultation
	1. Communicated questions from Curtiss Wright to Glenn Wilson, Everest Aero
	2. Send follow-up questions on March 5, 2021
2. MailChimp
	1. “Peregrine: Leadership in Worldwide COVID-19 Aircraft Disinfection” press release sent:
		1. 2,493 Sent
		2. 476 Opened (+1)
		3. 37 Clicked
		4. 122 Bounced
		5. 17 Unsubscribed
3. 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. |
| Analytics | 22-Feb-2021 | 24-Feb-2021 |  |
| File manager installation | 25-Feb-2021 | 26-Feb-2021 |  |
| Manage Press Release and other Posting Announcements | Ongoing |  |  |
| Security & Maintenance | Ongoing |  |  |

**Communication Activity:**

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

# Get ready for ODA!

ODA plan

Communication:

 AEA Member profile

 Press kit for press list

 Focus on Part 145 shops

ODA Splash AEA Dallas

 Press conference

 New products

 Booth

 Kchatchki

 Sponsorship

NBAA

 Press conference

 Booth

 Kchatchki

 Sponsorship

# 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 |