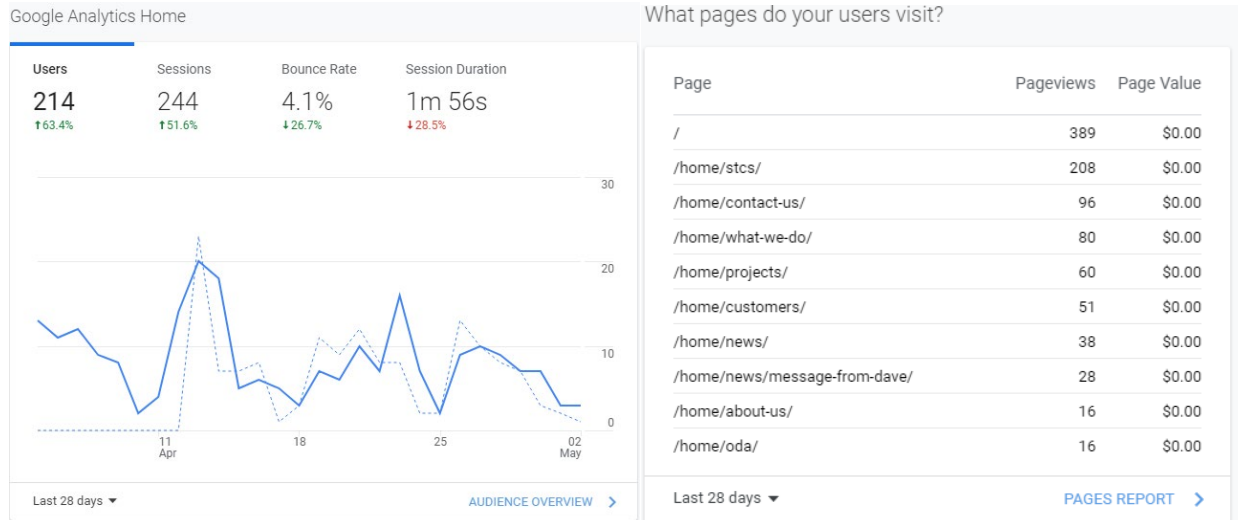


Peregrine Web Site Activity

(Detailed download report attached (?) & PPT from Forrest C)

- Continued tuning of Google Analytics account and streams analyzer



- Next Website Activity**

Prioritized Topic	Estimated Start	Estimated Completion	Comments
Update Trig STC References	When Roper sends links	TBD	Awaiting link from Peregrine
Update STC data	Awaiting Data	TBD	Awaiting data from SharePoint
SEO/Analytics	Ongoing	Ongoing - SEO refinements and Google analytics recommendations	Next steps will be to address home page complexity and page loading issues, plus linkage of Google Search and MailChimp analytics to the basic reporting.
File manager installation	26 April 2021	3 May 2021	
Manage Press Release and other Posting Announcements	Ongoing		
Security & Maintenance	Ongoing		

Marketing Communications Activity

- **Processed “Mail from website”**
 - One request for Trig permission letter, forwarded to Jon Roper and acknowledged
- **MailChimp**
 - Ready to launch press release for Hawker 4000 STC announcement
 - Awaiting posting of PR to website once Forrest has internet
 - Ready to launch Bombardier STC press release on Mailchimp
 - Finalizing Airborne Image Recorder PR
- **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

- **STC Information Status - Press Releases (STC detailed download report attached PDF)**

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 Acft
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 Acft

- **Next Communications Activities**

- Transmit Hawker 4000 press release, include Talon (Andy Hall)
- Validate and send recorder PR

Prioritized Topic	Estimated Start	Estimated Completion	Comments
Hawker 4000		Coordinate with Andrew Hall 6 Apr 21	Ready to go - Awaiting PMA - Review by Talon
CW Cockpit Video	6 Apr 2021	9 Apr 2021	
Bombardier Press Release	Awaiting WL		Kevin tasking
GAC G150 Heater PR	Awaiting GAC		Lumry tasking

- **Advert Placement - Wes suggested possible advert on Flt planning and/ WXR apps**

- Response WIP/ Lee

- **Industry Events Planning**

- AEA – Dallas 22-25 June 2021
 - Created, coordinated review, and provided AEA ad to Rachel Hill at AEA
 - Requested that Lee C support Peregrine AEA activities on site during event
 - Lee to coordinate with Jennie A regarding logistics
 - Interview with Jim Campbell/ ANN during show ... ionization?, flt recorder, AVANCE, GAC actuator heaters
 - Daily press release?
 - New product briefing re ACA ionization STCs? (Feature Lee Aerospace XL) EMB-120 flt deck? Others?
- NBAA – Las Vegas 12-14 Oct 2021
 - Assuming ODA is main thrust, if not what is plan B? (See ODA item, follows)

Special Topics

- **ACA (Aviation Clean Air)**

- ACA SAV Situation Update
- Chase & Capture Status?
 - Piedmont, Horizon, Textron,
- RTCA SC241/ EUROCAE WG-121 (DO-388) Rev A Update
 - **Boeing released their study re ionization, 28APR2021**

<https://www.boeing.com/confident-travel/research/use-of-bipolar-ionization-for-disinfection-within-airplanes.html>

- Review in progress, as of 28APR2021 & will update when review complete
- Consider what actions we, Peregrine, can take, if any, to counter any potential, perceived negativity as a result of the Boeing white paper
 - Go on the offensive (?) and issue PR, media blitz, touting the "layer defense against COVID-19 & other pathogens" to protect VVIPs in bizjets = smaller cabin size, length of exposure, ECS differences, etc.
 - Even though Boeing is an air transport OEM, they are an industry leader and will have impact in the bizjet segment

- **FAT-B Situation Discussion**

- Not a Peregrine priority at this time
- Assume there will be some FAT-B status questions from those entities with whom, at 2019 AirVenture, we discussed the concept
 - Dynon, Aspen, Hon Bendix King, Avidyne, Appareo, UND Aviation, Alpha Systems, Sandia Aero and maybe some others?
 - Create a consistent FAT-B message or presence, for use if or, as needed
 - If selling off the FAT-B IP is the plan, perhaps AEA is a good forum at which we can directly progress such a plan
 - Between now and AEA, undertake a low-profile effort to determine feasibility of go/ no go and action accordingly
 - Directly by pre-AEA event interfacing with target entities
 - Queue targets up for key discussions at AEA or eliminate targets from further actions?

Work In Progress

- **ODA - Status?**
 - DRAFT Publicity Plan the Plan – **1st Draft 01 July**
 - Target industry event - NBAA Annual – LAS 12-14 Oct 2021
 - For planning purposes ONLY, at this time, depends on FAA ODA approval
 - Encompass those different messages we want to get to specific audiences
 - Interviews, white paper, industry panels, working groups (RTCA, FAA, etc.)
 - "What great things are gained by working with ODA?"
 - Comprehensive approach and not rely only on mail chimp and www site
 - Lobby trade journals for feature article placement
 - Local & CO State government PR, CO Congressional?
 - Joint PR with some clients ... Mtn Avia, Air Methods, ???
 - Less technical & more general marketing
 - Mail chimp is conduit for more focused technical approach
- **Wichita Peregrine/ GAC Engineering Services**
 - Status & planning?
 - How to leverage publicity given situation?