



Directors' Newsletter

From the Secretary

August 1, 1989

Summer Ramblings

By John Beukers

By the time that this Newsletter reaches you, half of the summer will have gone by, or there is half to go depending whether you are a pessimist or optimist! Anyway greetings, and I trust that you are enjoying sailing, swimming, or perhaps even skiing.

As I write this (July 26th) and put the August Newsletter together there are just 20 hours before Marilyn and I take off for England for the month of August, so if there are a few errors or if it ends abruptly we hope you will understand. Our answering machine should be operational during our absence. One of the messages is for WGA inquiries which we have asked to be forwarded to Bob Goddard at Megapulse. You will read elsewhere that the

Register early for the Convention!

press release for the Convention went out a couple of weeks ago and there could be some calls from interested parties.

Welcome back Dave Scull who tells me of a super time in England with a wedding reception to beat all, and a trip back he would like to forget. By the way Dave it isn't supposed to get that hot in England! Maybe Jim Van Etten is having a better time with the weather up in the Mountains. As for Ed McGann, I seem to be following him around his stomping ground. I call Mike Moroney and Ed is in his office, then I speak to Vermont where Bill Polhemus is entertaining him to tea.

Have a pleasant second half and see you on Cape Cod; remember to get your reservations in early.

Please take note that there will not be an August Newsletter.

Culbertson Elected as next President.

Results of 1989 Elections

Our Congratulations to Jim Culbertson on his election to the Presidency for 1990 and to the Directors selected by the membership. Jim has a great challenge as the WGA moves "Boldly in to the 1990's" along with Ioran and its inevitable inter-operability with Satellite systems.

Close to 40% of the membership returned ballots with these results.

For President:

James F. Culbertson	119
Robert W. Lilly	64

For Director:

James O. Alexander	70
Carl S. Andren	84
Robert D. Bronson	67
James F. Culbertson	70
John D. Illgen	128
Robert W. Lilley	87
Henry E. Marx	47
William L. Polhemus	134
Ron Wiener	39
Walt Dean (Write In)	1
William Sewell (Write In)	1
Dale Johnson (Write In)	1

Since there were positions for four Directors, those elected are Bill Polhemus, John Illgen, Bob Lilley and Carl Andren.

And now for the twist. Since John Illgen will automatically occupy a seat on the Board as the immediate past President his first year term of office must be filled with the nominee with the next highest amount of votes. This goes to James Alexander who serves for one year, unless Jim Culbertson runs, and is elected for a second term. In this case John Illgen will remain on the Board as the immediate past President and his place will be occupied by the nominee with the next highest number of votes (after the elected Directors) in the 1990 election year.

The Secretary will write to all nominees, successful or not successful, informing them of the results, congratulating those elected and thanking those did not make it this year but offering encouragement to continue their involvement in WGA activities.

Broadening the Appeal of the WGA

By Ron Wiener

Upon my return to San Jose and spurred on by the ION Annual Technical meeting in Alexandria and the discussions that were held after the Loran-C afternoon session, I asked some of my people to put together some thoughts on

what type of services and products the WGA might offer. The objective is to broaden the appeal of the Association to Ioran users.

Here is what we came up with. This is a draft which can be refined to become a candidate for a planning document. Your inputs, and suggestions would be welcome.

continues on page 2

continued from page 1

Areas for enhancement:

1. Education
2. Involvement in Technical Actions
3. Involvement in Political Actions
4. Loran-C related Products
5. Statistical Surveys

1. Education

The Need.

The Loran-C system is changing constantly, both in its worldwide configuration and in available products. New users as well as prospective users require timely information which is often difficult to collect from scattered and obscure sources.

Examples:

- a. Existing and planned coverage areas.
- b. Basic principles.
- c. Political actions being taken.
- d. Interoperability with other nav aids.
- e. Rules and regulations affecting Loran-C.
- f. Matching receiver capabilities to one's real needs.
- g. Impact of GPS and the FRP on today's users.
- h. Scheduled outages (from Notice to Mariners).

The Vehicle

- a. Goose Gazette.
- b. Brief pamphlets on specific subjects.
- c. A definitive book on Loran-C written and published under the auspices of the WGA.
- d. Seminars or conferences geared towards attracting new users (Note: If a large potential user attendance can be assured, many more loran manufacturers would plan to exhibit.) Plan user-oriented material, not technical papers.
- e. Manufacturers Directory.
- f. Coordination with avionics and avionics dealer organizations (e.g. Aircraft Electronics Association) to reach loran dealers. These dealers would be targeted for education programs which will help them sell more lorans, and for volunteer dissemination of WGA information to their customers.

2. Involvement in Technical Actions

- a. Attendance at technical conferences.
- b. Participation in volunteer programs where input from a large user group would be helpful (e.g. interference reporting).
- c. Identification of trouble coverage areas.
- d. Identification of new loran/antenna installation techniques; dissemination of information on new loran applications.

3. Involvement in Political Actions.

Possibly fashioned after the AOPA structure, designated members in each state or region would be responsible for identifying and working with local, state and federal politicians on issues which are important to the WGA. "Agents" would report unfolding events, mailings to members in a particular region where a letter-writing campaign might be called for. Recommend alliances with other PAC's (e.g. AOPA) with mutual interests.

4. Loran-C Related Products

- a. Bibliography/Proceedings at a reasonable price.
- b. Keith Connes' Loran-C Guide.
- c. TAB Books loran publications.
- d. Various waypoint Lat-Long directories.
- e. Loran-C videotapes.
- f. T-Shirts, Mugs, etc.
- g. WGA published guide to the Loran-C system.
- h. WGA pamphlets on specific subjects.
- i. Statistical survey results (see below).

5. Statistical Surveys.

As an aid for manufacturers, and also as a point of interest to users, the WGA might be the first organization to accurately gather statistics on the loran market and its user's profiles. Stats may either be published in the Gazette or sold in report form. These published stats may also assist in the political objectives of the organization.

The Task Ahead:

1. Develop educational aids on a low-cost or no-cost basis. Use WGA members to create the material on a royalty basis to minimize up-front expenses.
2. Compile "leads" databases and "registered user" databases from the member manufacturers. Use the leads database to promote regional seminars on loran use in marine/aviation/terrestrial applications. Use registered user database to pursue increased membership and sales of products/conferences.
3. Work with AOPA-type organizations to identify other politicians who should be worked on. Find members willing to work their regions.
4. Identify products and establish distribution agreements. Add catalog to the back of the Gazette.
5. Prepare survey forms for statistical projects.
6. Inform the world through a new press release that the WGA is targeting 10,000 users, is shedding its prior "Industry Only" membership structure, and is adding new products and services. Possibly build this campaign around a name change for the Organization. Get all member manufacturers to print WGA logo on their letterhead and product documentation.

Mike Eaton Elected to Honorary Member

Following up on the Board's recommendation, the Secretary sent a letter to Mike Eaton in Canada (Medal of Merit '83) informing him of his appointment to the status of Honorary Member. Mike wrote back thanking the Association for thinking of him in this way and indicating that, while he is retired, he is still doing some work in the loran field. He has now been roped in to help identify organizations and people in Canada for possible sources of news and other material for the Journal.

Memo from Jim Culbertson

Convention publicity seems to be on track. News release has been prepared and John Beukers will send to mail list. Convention committee should use this release locally.

Noted to Mike Moroney that recent 1989 Convention package furnished to Directors indicated that Banquet was scheduled for OCT 30 - believe this to be in error and that banquet should be held on Tuesday night, OCT 31.

Sent Mike Moroney list of some of WGA member wives for use by Pauline in publicizing Ladies Program.

1990 Convention - I am asking Jim Alexander to prepare a rather comprehensive report along with literature to be distributed at the 1989 Convention regarding plans for the 1990 Convention in Southern California.

Business Cards - I asked during February for Directors to check locally on costs to have WGA business cards reprinted in small quantities (100, 200, etc). I have received NO response - has anyone been able to do this and if so, please let me know the results.

Old WGA Computer - issue still unresolved - any ideas on this from anyone?

I note with interest the forthcoming Vehicle Navigation and Information Systems Conference (IEEE) to be held in Toronto, Canada, September 11-13, 1989. At least one Loran-C paper is listed but I expected more participation by U.S. manufacturers of Loran-C vehicle location systems.

Pursuant to some discussions after the recent election returns were announced, each candidate will be notified individually of the results and those who were not elected will be encouraged to continue to participate in WGA affairs and try again next year.

John Beukers and I plan to get together in St. James, NY during the week of 1 OCT 1989 to discuss WGA plans and to make preparations for the Convention. We welcome any comments on matters or

issues you believe we should cover during that meeting.

A SECOND Board Meeting will be scheduled on Wednesday, 1 NOV - probably a breakfast meeting before the technical session. Details will be provided at the Convention along with a package of material for perusal before hand. The agenda will include:

1989-1990 Budget
Committees and Officer Appointments
Director Appointments
Board Meeting Schedule

Please advise of any other agenda items to be considered during this second meeting of the Board.

Convention Publicity Sent To 260 Publications Worldwide.

July 12th saw the mailing of the Convention Publicity Release. This went out to the revised Media Mailing List which is being continually updated. We have to thank Ron Wiener (Air) and Henry Marx (Marine) and Bob French (land) for their revisions and inputs. If any one would like the mailing list to review for corrections and additions, please call or write to the Secretary. This list is probably the most important data that we keep next to the WGA member/non-member data. The releases made to this list must be having some effect judging by the inquiries that are being received by this office.

In Memoriam

The Journal is to carry an In Memoriam section to fulfill the wishes of the Founding Fathers in their writing of the Wild Goose Charter, namely to "Commemorate fittingly the memory of fellow Wild Geese". The current list of deceased members is shown below. If there are any omissions please call or write to the Secretary. For the future we should be on the alert for news of members who pass on so that they are not forgotten.

Baetsen	Bruhl	Burns
Kenney	Miel	Vogler
Lavelle	Pasquier	du Pont

Journal Staff gets Boost.

The Directors that have been co-opted into positions on the Journal staff will have received a letter from the editor (John Beukers) which enclosed a document listing names of people and organizations that are a potential source of material for the Journal of Loran Navigation. We need all the help that we can get to make this list as broad as possible. We are therefore including with this newsletter, a copy of the document for those that are not on our Journal Staff mail sort. We are particularly pleased with the response that we are getting and want to thank those of you who have made calls to get people to step forward.

Please, if you see that there are missing organizations or can suggest people who would be willing to be reporters, let those listed or the editor know.

Hefly Book Anyone?

The WGA library of Loran books does not contain a copy of the book that Giff Hefly wrote. This is a sad omission. If any one has a copy that they are willing to donate it will be put in the library with all the WGA publications that have been collected so far. Barring an outright gift, if we could borrow a copy to photocopy, at least we would have the text to archive. Please contact the Secretary if you can contribute.

Membership

Here are the membership statistics as of July 26th for paid up members for 1989 or beyond

	July 26	May 26
Individual	346	320
Corporate1	5	5
Corporate2	12	11
Associate	5	5
Sponsored	93	93
Life	24	24
Honorary	10	9
Prospects	421	N/A
Complimentary	41	N/A

The total paid up membership, including Life and Honorary members, currently stands at 494 with 421 prospects listed.

Administration of the WGA

The Media Database

The June Newsletter described the membership database and gave some insight into databases in use. This month we will cover the all important Media Database.

Perhaps the most difficult aspect of creating a useful and up-to-date database of the media to be used for publicity, is getting correct addresses and names of people. But first we have to know what publications will carry releases applicable to radionavigation. The recent questionnaire that was sent to our list did much to clarify the editorial policy of many periodicals, but we are far from finished. We have received considerable help from members but could always use more!

Thirty seven fields are used as shown and described in the inset. These cover three areas, 1. The Periodical or Organization, address, contact persons(s) and communication information, 2. Advertising and Circulation Rates, 3. Details of what will be carried, the lead time and the applicability to land, sea or air. Then there is a sort field that is used to define what releases go to which addresses.

The database is dynamic in as much as the fields get revised as circumstances require. There are currently 384 records in the file and we estimate that about half of these are actively useful to the WGA. We are in the process of weeding out the unwanted and correcting outdated information in others.

One of the most important aspects of the media is knowing their lead times. Directors should note that the average lead time for getting into print is 8 weeks and extends to 12 to 16 weeks in some cases. This means that if we want publicity for a Convention and it should appear four weeks in advance of the start date, then the release to the media must go out at least three if not four months before the event. (The 1989 Convention release was mailed on July 12.) For the news media another release closer to the Convention-date will be made.

Structure of the WGA Media Database

REF	Record reference
COMP_NAME	Periodical or Organization name
ATTEN_LAST	Editor's last name
ATTEN_FIRS	Editor's first name
ADV_LAST	Advertising manager's last name
ADV_FIRST	Advertising manager's first name
STREET	Street address
CITY	City
STATE	State
ZIP	Zip code 5+4 digits
COUNTRY	Country
PHONE	Business phone
COMMENTS	Comments on periodical or editors etc.
FAX	Fax number
TELEX	Telex number
CIRCULATN	Total circulation
RATE_BW1	One page black and white ad cost
RATE_4C1	One page 4 color ad cost
RATE_SC1	One page spot color ad cost
RATE_BWH	Half page black and white ad cost
RATE_4CH	Half page 4 color ad cost
RATE_SCH	Half page spot color ad cost
RATE_BWQ	Quarter page black and white ad cost
RATE_4CQ	Quarter page 4 color ad cost
RATE_SCQ	Quarter page spot color ad cost
COVER_2	Inside cover ad cost
COVER_3	Back inside cover ad cost
COVER_4	Back cover ad cost
MED_KIT	Media kit status
INCL_SORT	Sort code for sending to media
CAT_L_S_A	Category, land, sea, or air
UPDATE	Date of last update
CLASS	Classification of periodical
CALL_PAPER	Call for Papers mailing
CALENDARS	Calendar Listing mailing
NEWS_REL	General News Release mailing
OTHER	Other mailings
REMARKS	General comments about record
CAT_LAND	Result of questionnaire, category defined
CAT_SEA	Result of questionnaire, category defined
CAT_AIR	Result of questionnaire, category defined
CALENDAR	Result of questionnaire, will accept Calendar Listing
NEW_PROD	Result of questionnaire, will accept New Product Listing
NEW_LIT	Result of questionnaire, will accept New Literature
PHOTO	Result of questionnaire, will accept photos, BW/Color
ARTICLES	Result of questionnaire, will accept articles
LEAD_TIME	Result of questionnaire, lead time defined

