



CLIMB!



Official Newsletter of the Iowa Aviation Promotion Group

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View From the Pilot's Seat

- Tim Busch, IAPG President

There is a growing crisis going on in aviation. Do you believe as I do that without action, we could lose our freedom to fly? A quick look at the table on page 2 will tell you we're not growing like we should. Here are just a few things we could do in order to improve the state of aviation in Iowa:

- Support for AOPA and EAA in the fight against user fees. AOPA is the best defender of General Aviation I have seen. It is surprising to me that the airlines would try to solve their hub-and-spoke business model problem by crippling the industry that feeds them pilots.
- Flight Schools at each local airport. I was told by every student at Vinton that if they had to drive the 35-45 minutes to Waterloo or Cedar Rapids to learn to fly, they would never start. Potential students want local training.
- More new training airplanes. I wish I had a magic solution to this one. Potential solutions include forming clubs to fund new trainers, and finding individuals to buy airplanes and lease them back to schools. We have even shared airplanes between airports. The new Light Sport Aircraft should generate new excitement and interest over the aging crop of trainers used for decades.
- More students. For the past several years, we have seen a slow decline of student and private pilots. The new Sport Pilot licensee should open up flight to a larger group of potential students with half the cash outlay. IAPG's Blue Skies pilot recruiting program should help Flight Schools, FBOs, and instructors across the state find new students.
- Better retention of existing pilots. The loss of a pilot's medical is sad to see, but often unnecessary. We may need to create airport fitness centers to encourage sedentary pilots to improve their health.
- More flying activity among existing pilots. Often, pilots let their currency slip away for numerous reasons, i.e. financial, family, or lack of a new challenge. With more planes and pilots, the cost of operation should decrease, but we need to work hard to increase our activity level. The goal of the Fly Iowa Challenge is to increase our activity and proficiency level, making us better at what we do and helping to lower our cost of operation.

If AOPA is best at Defense, I hope IAPG can be the best at Offense, generating more numbers of planes, pilots, and supporters of aviation within the state. Please join us in making these plans a success!

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Fly Iowa Challenge 2007

- Tim Busch

The Fly Iowa Challenge period is half over as of this writing, and we have received registrations from quite a few pilots. As much as I was wishing for thundering hoards to join in the fun, the reality is that we're just getting started with a new event and can't expect an overnight success.

enthusiasts visiting Iowa's fine airports.

After all, RAGBRAI started with just two lonely bikers. Last week over 20,000 survived the bike ride across the state. Maybe someday we can hope to see large numbers of pilots and aviation

Two of the registrations came from a couple pilots who completed the entire Challenge in only four days! They planned the route carefully and enjoyed the entire trip. Following their adventure, they wrote an excellent editorial to the Des Moines Register.

We're looking forward to seeing the final results of our first Challenge!

Blue Skies!

- Tim Busch



You may have heard me speak about Blue Skies, or read about it in our inaugural newsletter, and you may be wondering what you can do to participate in Blue Skies and help grow Iowa's pilot population.

You may be surprised to learn that the first thing to do is get out your calendar, because putting dates on your calendar ensures that you will get started! You will build a system by beginning at the end of a series of events.

On that calendar, I want you to put mark several events:

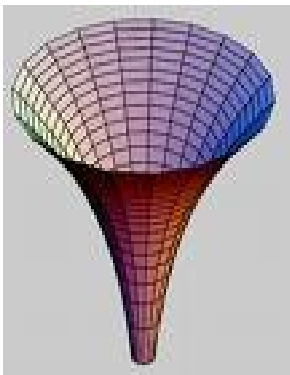
- An Open House, complete with training airplanes and instructors to answer questions. You should offer or schedule Introductory Flights at this event.
- One week before the Open House will be the last day of your Sport or Private Pilot Ground School.
- Your Ground School class can be in whatever format works for you: twice a week, once a week, or just a weekend. I believe people want to have the shortest method possible and have had great success in a "Weekend Plus" Ground School.
- Two or three weeks before the first day of Ground School will be a free Information Night session. This session will let potential students know what to expect in learning to fly and form a connection with you and your airport. Your Information Night can count as ground training toward the students' licenses, and you can even have them fill out a student application form to become a Student Sport Pilot!
- One month before your Information Session will be the start of your advertising and press releases. Many of these releases can be low or no cost advertising.
- Two or three weeks before your advertising launch, you will begin creating your press releases and flyers for the Information Night and Ground School classes.

Now you have a plan. Think of this plan as a funnel. At the very first public event, you will have generated a list of people that have some interest in learning to fly. At each stage you will likely lose a few, but at the end of these steps, you will have a new crop of students and eventually many new pilots!

See how calendar management can make your growth program successful? In future columns, I will describe each of these areas, how to overcome difficult issues, and how to make each a success.

If you have ANY interest in participating, I will be more than willing to help you get started, and will visit your airport to discuss it with your FBO, school, club, or organization. This is personal! I want all of us to succeed in growing Iowa's pilot population.

Let's get started. Blue Skies over Iowa!



	STU	SPT	REC	PVT	COM	ATP	TOT	FOR	FLT	AUTH	FLT	FOR
	PILOT	PILOT	PILOT	PILOT	PILOT	PILOT	US PILOT	PILOT	INSTR	INSTR	ENG	FLT ENG
July-05	886	0	2	3227	1306	685	6106	51	829	1	167	1
November-06	814	16	1	3092	1264	696	5883	48	848	1	164	0
December-06												
January-07	804	21	1	3035	1259	697	5817	48	844	1	164	0
February-07	799	29	1	3006	1256	697	5788	47	841	1	165	0
March-07	780	33	1	3007	1252	700	5773	48	844	1	165	0
April-07	789	33	1	2991	1260	700	5774	48	845	1	162	0
May-07	768	33	1	2994	1259	700	5755	48	844	0	160	0
June-07	758	33	1	2985	1260	708	5745	47	851	0	161	0
July-07	760	34	1	2983	1252	708	5738	47	850	0	161	0
August-07	751	34	1	2980	1247	710	5723	47	847	0	160	0

When Will Aviation Have a Henry Ford Moment?

I believe one thing holding back the growth of General Aviation is the lack of reasonably priced aircraft. Just to draw a line in the sand, I'd like to see an entry point of a first class Light Sport Plane or regular certified aircraft at \$50,000. At that point, people will see airplanes as financially comparable to cars. Today the industry starts at more than double that amount.

For years I have seen design contests for the "ultimate airplane". Folks, we have more "Ultimate Airplanes" than we know what to do with. The trou-

ble is they aren't produceable.

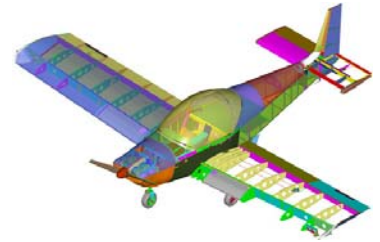
In order to reach the goal of a \$50,000 entry aircraft, I have a challenge for colleges, government labs, and the aviation industry. Host a "Lowest Cost Entry-Level Airplane" contest. This aircraft would be a good candidate for the Light Sport category. The rules would include parameters for minimum hand assembly hours and lowest production cost.

Rather than purely an aeronau-

tical design contest, this contest would include other engineering disciplines as well as financial and statistical elements.

The winner(s) would be connected with potential investors who would review the design and make the aircraft a reality.

The end result could be an aircraft that could change the industry. Could it happen? Can we help make it happen? Let us know your thoughts.



Designing for Production

- Chuck McDonald

Fly Iowa 2007 Report

Weather for the event was perfect. There were 480 for the fly-in, drive-in breakfast including 20 fly-ins. We had planned for 500.

There were 40 static display aircraft, including a KC-135 and an F-16 from DSM as well as Army helicopters. Copter John and Mercy One were there. We had the original WACO bi-plane that was the first to land at the Des Moines Airport in 1932 as well

as other historic aircraft...Meyers, Stinson, another WACO etc. We had a P-51 and an AT-6 and we had new Beech aircraft such as the Beechjet, King Airs, Bonanza's etc. We had a light sport aircraft. Airport equipment such as crash-fire and snowplows were on display.

There were exhibits from flight schools and the U of Dubuque and Indian Hills and aviation organizations such as IAPG,

DOT Office of Aviation, and EAA chapter 135.

The ANG did fly-bys in the morning and afternoon. We had Jim Faber as an announcer who added to the air show flavor.

There were over 4000 who attended, a steady stream of visitors from 0900 opening to closing at 1700.

The only shortcoming was that the event was the best kept

secret in Des Moines. We had rave comments from attendees. The airport staff did a superb job of planning and organizing the event.

Thanks to all the volunteers for helping to make Fly Iowa 2007 a success!

- Chuck McDonald

Aviation Youth Camp Status

We completed a second Ankeny based camp on August 4th that was attended by 25 youngsters. We were unable to do the Young Eagle portion of the camp due to morning thunderstorms so these have been rescheduled for Saturday September 15.

To date, we have had a total of 120 youngsters complete a camping experience:

59 at Mason City on June 9th, 36 at Ankeny on July 14, and 25 at Ankeny on August 4.

In addition, Danny Van Donseelaar from Knoxville has scheduled a camp for Saturday September 8 for up to 30 young-

sters.

While the number of locations signing-on to sponsor a camp is not yet what we hoped for, we will still have far more youth having an aviation camp experience compared to 2005, the last year we did a residence camp at the Madrid Iowa 4H

Camp when we had attendance of 43 campers.

Contact Chuck McDonald at ChuckDSMCC@aol.com for more information on hosting a Youth Camp.



Organization

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Growing Iowa Aviation

We're on the web!

www.FlyIowa.org

The Iowa Aviation Promotion Group is a non-profit organization whose mission is to grow aviation by increasing the number of pilots, aviation users, and aviation supporters within the state. IAPG offers a number of programs intended to: increase awareness of the benefits of aviation, educate the public, increase the activity level of current aviation enthusiasts, increase the number of pilots and aircraft within the state, and provide opportunities for young and old to experience aviation in Iowa. We have set measurable goals to monitor the benefit of each of these programs.

In order to meet our goals, we will aggressively work to maximize communication about our activities to inform members and non-members alike by doing the following:

- Hosting Teleconferences for all IAPG Meetings
- Host a continuously updated IAPG Web Page
- Distribute an informative Newsletter

These activities require financial support and volunteer assistance from people like you. There are many levels of membership in IAPG. Please consider becoming a member by completing the membership form and donating to this worthy organization. Iowa Aviation Promotion Group is a 501c3 corporation incorporated in the state of Iowa. Donations are tax deductible.

www.FlyIowa.org

Welcome!

Welcome to CLIMB, the official newsletter of the Iowa Aviation Promotion Group, a non-profit organization whose mission is to grow aviation in Iowa by increasing the number of pilots, aviation users, and aviation supporters within the state.

In the coming months, you will see more IAPG initiatives aimed at increasing awareness of the benefits of aviation, educating the public, and providing opportunities for young and old to experience aviation in Iowa. We will set measurable goals to monitor the benefit of each of these programs. The new programs will increase the number and activity level of existing pilots and aviation enthusiasts and increase the contribution of

aviation to Iowa's economy.

The goal of this newsletter will be to communicate to you the programs, activities, and progress of our organization. We hope that you will find this information useful enough for you to become a part of IAPG and help us to grow the industry in new and innovative ways.

Membership in the Iowa Aviation Promotion Group exists at several support levels. Please consider supporting the goals of IAPG with a tax-deductible donation appropriate to your interest and ability to contribute. It takes all of us, working together, to grow aviation in our state.

