



Official Newsletter of the Iowa Aviation Promotion Group

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**View From the Pilot’s Seat**

You may not have heard of the Iowa Aviation Promotion Group before today. IAPG has been the host for the annual Fly Iowa air show since it began in 1991 at the Iowa City airport.

I was elected president of the organization in November 2006. I have some lofty goals for the organization. We’re going to stretch the comfort level of everyone in IAPG, and possibly everyone associated with aviation in the state.

Beginning in early 2007, I initiated some new and innovative programs that will increase the number of pilots and aircraft in the state, and increase the contribution of aviation to Iowa’s economy, already measured at \$1.2B. Along the way, we’ll see more interest and support from the public and from our legislators as well.

These new programs are very ambitious, but I firmly believe in them and their potential for doing great things in Iowa, so much that as of 2007, I have signed on as a benefactor member of IAPG.

I’m still a realist however. I can’t do this alone. We need to grow support for IAPG in

order to help implement these important programs.

That’s where you come in. Please consider signing on as an IAPG supporter. Our minimum support level is a tax-deductible \$25 per year. Of course, we would be happy to accept higher levels of support. In addition to your financial support, I would ask that you take a look at some of our programs and consider playing a role in supporting them in your community. Please fill out the attached form with your contribution to IAPG and let us know if we can count on your assistance in your community or area.

We have 115 public access airports scattered across Iowa, so we’re a geographically diverse group. Your presence in making these programs work in your local community will ensure that the goals we’ve set are achieved all across the state and will benefit everyone.

I don’t just hope these programs work. We’ll be measuring the results and reporting back to you on a regular basis so you can see how we’re doing. Come join us!

- Tim Busch, IAPG President

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**IAPG Announces the 2007 Fly Iowa Challenge**

Have you visited each of Iowa’s 115 public access airports? Although there are only eight Iowa airports served by the airlines, there are a total of 115 public use airports in the state.

The 2007 Fly Iowa Challenge encourages pilots and aviation enthusiasts to fly or drive to as many of our fine airports as possible and rewards participants for their efforts.

The Challenge period will be from May 1 until September 30, 2007. Rules and registration forms are available on the IAPG web site at [www.FlyIowa.org](http://www.FlyIowa.org).

At the end of the Challenge period, award winners will be announced. Have fun visiting Iowa’s beautiful airports!

## Blue Skies: A Pilot Growth Program

Would you like to see more pilots, more aircraft, more fuel sales, lower insurance and aircraft costs, and more legislative weight in the industry? The goal of the Blue Skies program is to increase the number of pilots in Iowa. If we dramatically increase the number of pilots in the state, we will likely improve all of the above.



Grow Aviation in Iowa With Blue Skies!



In order to do that, we first need to know where we are today, then decide where we wish to be after some period of time, and measure our progress along the way.

Below is a spreadsheet showing some recent history of Iowa's pilot population. The data is from the FAA database. Pretty grim. We're already down several hundred from just a couple of years ago. Are

you going to stand for that? I'm not!

Let's set a goal. How about doubling the pilots in Iowa by the end of 2012? That is aggressive, as you can see from the second spreadsheet below. The doubters will say we're crazy, but what if we do it? What if we change the industry? Want to help?

I have a plan. It involves getting all of us involved: Flight Instructors, FBOs, Airport Managers, current pilots, everyone. Things like the new Sport Pilot license will help, but bigger than that, we're going to start going into your communities and actively recruiting student pilots. No more "Maytag Repairman" watching the phone at the airport, hoping potential students will call. We already

know that won't work.

I have been working on this plan for a few years now since starting a flight school. In my first year at Vinton, we had 500 people at our open house! Last year, we held seven ground school classes in three communities with a total of 115 students! Are you interested yet?

Let's do it together. Contact me and I will help you get started. I'll even come talk to your group about how they can participate. Email works best.

You can reach me at :  
 Tim@IowaFlightTraining.com.  
 Sure there's a catch: I want you to join IAPG. 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 |
| <b>July-05</b>     | 886   | 0     | 2     | 3227  | 1306  | 685   | 6106     | 51    | 829   | 1     | 167 | 1       |
| <b>November-06</b> | 814   | 16    | 1     | 3092  | 1264  | 696   | 5883     | 48    | 848   | 1     | 164 | 0       |
| <b>December-06</b> |       |       |       |       |       |       |          |       |       |       |     |         |
| <b>January-07</b>  | 804   | 21    | 1     | 3035  | 1259  | 697   | 5817     | 48    | 844   | 1     | 164 | 0       |
| <b>February-07</b> | 799   | 29    | 1     | 3006  | 1256  | 697   | 5788     | 47    | 841   | 1     | 165 | 0       |
| <b>March-07</b>    | 780   | 33    | 1     | 3007  | 1252  | 700   | 5773     | 48    | 844   | 1     | 165 | 0       |
| <b>April-07</b>    | 789   | 33    | 1     | 2991  | 1260  | 700   | 5774     | 48    | 845   | 1     | 162 | 0       |
| <b>May-07</b>      | 768   | 33    | 1     | 2994  | 1259  | 700   | 5755     | 48    | 844   | 0     | 160 | 0       |

### Projected Iowa Pilot Growth

|             | 1%   | 5%   | 8%    | 10%   | 12%   | 15%   | 20%   |
|-------------|------|------|-------|-------|-------|-------|-------|
| <b>2007</b> | 5775 | 5775 | 5775  | 5775  | 5775  | 5775  | 5775  |
| <b>2008</b> | 5833 | 6064 | 6237  | 6353  | 6468  | 6641  | 6930  |
| <b>2009</b> | 5891 | 6367 | 6736  | 6988  | 7244  | 7637  | 8316  |
| <b>2010</b> | 5950 | 6685 | 7275  | 7687  | 8113  | 8783  | 9979  |
| <b>2011</b> | 6009 | 7020 | 7857  | 8455  | 9087  | 10101 | 11975 |
| <b>2012</b> | 6070 | 7371 | 8485  | 9301  | 10178 | 11616 | 14370 |
| <b>2013</b> | 6130 | 7739 | 9164  | 10231 | 11399 | 13358 | 17244 |
| <b>2014</b> | 6192 | 8126 | 9897  | 11254 | 12767 | 15362 | 20693 |
| <b>2015</b> | 6253 | 8532 | 10689 | 12379 | 14299 | 17666 | 24831 |
| <b>2016</b> | 6316 | 8959 | 11544 | 13617 | 16015 | 20316 | 29798 |
| <b>2017</b> | 6379 | 9407 | 12468 | 14979 | 17936 | 23363 | 35757 |

## Plane Costs Revealed

With every industry, growth follows a fairly predictable path. First, the early adopters jump in early. In the computer industry, these were the geeks; those who wanted computers and possessed the technical skills necessary to build their own. In the aviation industry, it was the Wrights and Curtises of the world.

Next come the affluent adopters. The affluent don't have the technical skills needed to build their own, but have the financial resources to buy what they need, even if the market isn't established. The affluent hopefully drive enough volume for

potential businesses to begin mass production for the next phase.

The aviation industry seems to be stalled in this phase. In the 'good old days' of the 1970s, production numbers peaked in the thousands of airplanes per year, a mere shadow of the auto industry.

For an industry to be successful, it needs to reach the next stage: adoption by the general public. This phase is marked by lower costs due to mass production. Today's auto industry produces millions of cars per year, making them available to anyone of modest means.

## Fly Iowa 2007—Des Moines

Mark your calendars now for the Des Moines International Airport's 75th Anniversary Open House on June 30, 2007, from 9am - 5pm at the cargo ramp on the South side of the Airport. Parking and admission are free.

The fly-in, drive-in pancake breakfast will be hosted by Signature Flight Support at their facilities. There are no landing fees and fuel prices are reduced. Pilots in Com-

mand will enjoy a free breakfast!

Displays will include:

- Antique Aircraft
- Biplanes
- F-16s
- KC-135
- UPS & FedEx Aircraft

Aviation exhibits include the newest and greatest in general aviation aircraft, avia-

Mass production methods have reduced the time to build a car to under 40 hours, yet airplanes, largely constructed by hand, are finished in no less than 1000 hours. The cost of airplanes will not drop until the number produced and the hours to produce them drop substantially.

There is hope for aviation. New manufacturer Cirrus Design produced 721 aircraft in 2006 and is growing by leaps and bounds. The first producer to truly mass produce aircraft will change the industry.



Cirrus Factory, Duluth, MN

tion art, and educational exhibits including airport crash-rescue equipment, snowplows and more! Learn the history of Iowa's largest and only international airport.

There will be food, beverages, and souvenir vending.

We look forward to meeting you at this important event!

## Fly Iowa History

| Year | Host City and Airport |
|------|-----------------------|
| 2007 | Des Moines (DSM)      |
| 2006 | Spencer (SPW)         |
| 2005 | Clarinda (ICL)        |
| 2004 | Washington (AWG)      |
| 2003 | Cedar Rapids (CID)    |
| 2002 | Le Mars (LRJ)         |
| 2001 | Iowa City (IOW)       |
| 2000 | Waterloo (ALO)        |
| 1999 | Fort Dodge (FOD)      |
| 1998 | Not held              |
| 1997 | Spencer (SPW)         |
| 1996 | Mason City (MCW)      |
| 1995 | Vinton (VTI)          |
| 1994 | Boone (BNW)           |
| 1993 | Ottumwa (OTM)         |

## Aviation Youth Camps

Youth camps are a great way to provide a meaningful exposure to aviation! We would like to encourage airports and aviation community members throughout Iowa to consider hosting a one-day Iowa Aviation Youth Camp at your local airport for youth.

Aviation Youth Camps can provide children hands-on experiences in the world of aviation and connect aviation to history, science, math, and communica-

tions. The aviation youth camp concept is being endorsed by the Iowa Aviation Promotion Group, the Iowa Public Airports Association, the Iowa Space Grant Consortium, and the Iowa DOT Office of Aviation.

We recognize that every airport must be flexible in their approach to a camp. Airport facilities, the number of available volunteers, and additional resources are all factors that weigh in to the size and scope

of an aviation camp. That is why we have put together a flexible camp format that can be tailored to meet your needs.

We are asking you to take the lead in promoting a camp in your community. To make that possible, we will provide you with ideas and resources that will help make your camp successful. The Iowa Aviation Youth Camp Program relies heavily on existing materials from Aircraft Owners and Pilots

Association, the Experimental Aircraft Association's Young Eagles Programs, and resources from the several Iowa-based organizations.

Contact Chuck McDonald at [ChuckDSMCC@aol.com](mailto:ChuckDSMCC@aol.com) for more information.



# Organization

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Promotion Group*

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## Growing Iowa Aviation

We're on the web!

[www.FlyIowa.org](http://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 not-so-young to experience aviation in Iowa. The Iowa Aviation Promotion Group has set measurable goals to monitor the benefit of each of these programs.

In order to meet these 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 individuals like you. There are many levels of membership in IAPG. Please consider becoming a member and donating to this worthy organization. The IAPG membership form is available online for electronic payment at [www.FlyIowa.org](http://www.FlyIowa.org) or at the address on the left side of this page. Iowa Aviation Promotion Group is a 501c3 corporation incorporated in the state of Iowa. Donations are tax deductible.

**[www.FlyIowa.org](http://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 is to communicate to you the programs, activities, and progress of our organization. We hope that you will find this information useful and that you will 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.



**Everyone Loves an Air Show!  
Fly Iowa is Just One Event Sponsored by IAPG**