



Growth & Development

August 2015 Activity Report

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Sun'N Fun



- The SSA had a successful booth at SunN Fun this year, with Franklin Burbank as a full time attendant and other volunteers helping
- We were able to secure their club Ask-21 as a display aircraft
- The booth did not make any significant sales, but it continues to be a staple event for the SSA and many visitors came looking for us this year and for more information; many SSA members stopped by to congratulate us on being present

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EAA Airventure

- The Airventure team did a great job this year with organizing an event on a smaller budget and staffing the booth
- The booth had a self-launch sailplane on display thanks to Scott Manley
- The Condor flight simulator was put to good work and Cloudstreet was played on the screens, promoting the sales of the DVD
- The booth sold 9 SSA memberships and merchandise of a little over \$1,000
- Luca Bertosio stopped by and spent some time at the booth, attracting new visitors and Paul Randall promoted the site during his Forum presentations, creating even more interest for our booth

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AMA - National Model Aviation Day

- On August 15th CISS & SSA participated to the National Model Aviation Day at the AMA hq; the club had a sailplane on display and volunteers to answer questions and hand out brochures about soaring; the weather was not great in the first part of the day, so the event had a lower than expected attendance, but CISS managed to attract 2 new potential students
- On the same day the CISS club was a poker run stop as part of the AMA event and was visited by 20+ motorcycles that learned about soaring
- The SSA posted in E-news the opportunity for our clubs to contact AMA clubs and partner for this event, but no follow up was done by any SSA club

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AOPA Magazine

- G&D contacted the chief editor of AOPA magazine in order to see if they would publish an article written by Charles Petersen (Canadian soaring pilot and SSA member) about his experience flying in NZ and highlighting how interesting soaring can be for a power pilot
- The article (around 4 pages) was well received and it will be published in AOPA together with some stunning soaring photos from Omarama
- The SSA website is mentioned at the end of the article as a resource for further information and to locate places to fly; this will offer us a great free exposure to the AOPA membership
- The article is attached

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Cloudstreet

- With the premier of Cloudstreet in May, G&D was able to inform the membership about this opportunity:
 1. E-news announcing members they can request Cloudstreet from their station
 2. Letter sent to all clubs and operations explaining how to support the episode
 3. Emails sent to Directors and Governors asking for their support in following up with the clubs
 4. Emails to all contest managers to promote the documentary during the contests
- We have been tracking all the announced broadcasts up to date (see attached list for all stations and dates)
- The Cloudstreet DVD is available for sale with the SSA, as well as promoted at contests

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Blanik L-13

- Because of the delays in finalizing the donation of the L-13 the painting and repairs have been postponed until August
- Lane has started working on the Blanik, currently getting the trailer transportation worthy
- The glider will be painted and SSA decals added with the intention of having it show ready for the Convention in February

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2016 SSA Convention

- I am currently working on supporting the SSA doing the PR & Marketing for the event
- A new website is now in place for registration, exhibitors and as an information resource (www.ssaconvention.org)
- We are currently looking for additional exhibitors to attend (car & RV dealers)
- The Convention has been posted to 8 aviation events websites
- New posters and flyers are being designed to distribute to airports in SC and surrounding states promoting the Convention

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Other items

- **Wonders of Aviation** – G&D facilitated the publication of an article of a South-African non profit promoting soaring to students in Soaring Magazine as an example of an option to promote soaring
- **The Aviators** has announced the production of a new Soaring episode, as their previous episode has had a very good response from the public
- **Adirondack Soaring** spent two days filming a segment for the Travel Channel called America the Beautiful. The premise of the show is to provide adventures/ activities throughout different states in the US. The story here is that 17 year old Sadie Schwab, was to fly her first XC in a Duo Discus. The segment is expected to air in August.

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