



Growth & Development

February 2015 Activity Report

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Sponsor A Member

Everybody deserves
their own wings
Help them grow into an SSA member!



THE SOARING SOCIETY OF AMERICA
"SPONSOR A MEMBER" PROGRAM

- ✎ This year select someone you know and sponsor them into the SSA for one year.
- ✎ Offer the membership to a new pilot and help them discover the world of soaring.
- ✎ A simple act of giving repeated by all of us growing our community.
- ✎ Just complete the attached form and send it to us or go online to: www.ssa.org/sponsor
- ✎ Your sponsorship will make a difference in a pilot's career!

For more info check out our website (www.ssa.org) or scan the QR Code with your phone →



- Program and brochure launched at the Convention in Reno in February 2014
- Program present on the website with possibility of online sponsorship
- Magazine add presenting the program to our general membership
- Program presented in E-news
- New online sponsorship form will be posted on the website in order to make the process easier
- The magazine and E-news ads will be published on a by-monthly basis to continue to attract sponsors

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Sun'N Fun



- The SSA has a bigger and better located booth for 2015
- We are planning on taking the new Blanik L-13 as a display sailplane
- We are currently working on recruiting a sufficient number of volunteers for the event
- We will use the same tent and banners as last year

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Joe Nall

- Triple Tree Aerodrome sent us an invitation to participate in their Joe Nall week
- They have a sailplane that arrived from Germany last year and mentioned that we can use it as a display
- We will try to have a group of volunteers present at Joe Nall during the weekend, as the during the participation during the week is low as we learned last year
- We will display brochures, magazines and the Where to Fly map

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EAA Airventure

- Airventure is scheduled to run just as in the previous years, this year benefiting also of the new Blanik L-13 display sailplane
- G&D will provide full support to the group of volunteers running this event
- We will use the same banners and marketing materials as in the past and try to make up for the budget cut by finding new sponsors

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AMA - National Model Aviation Day

- In October 2014 G&D and AMA had a meeting in Muncie IN and discussed new ways of working together
- The AMA is willing to include our FAST packages into their summer camps and are looking into any insurance restrictions on their part in order to make this happen
- We are working together on a draft explaining to all our clubs how they can get in touch and have shared events; this will be distributed by E-news and also posted on both organizations' websites for members to use
- On August 15th CISS will participate to the National Model Aviation Day; the club will have a sailplane on display and volunteers to answer questions and hand out brochures about soaring; G&D is offering support for this event [BACK](#)

Cloudstreet

- The Cloudstreet project has a newly updated website and Mike and the team are working on promoting the episode to their last sponsor; please visit <http://www.cloudstreethd.org/#cloudstreet> to view the updates
- The episode is now in its final stage, with voice and music added, you can watch a sample here <https://vimeo.com/114041998>
- At this point the team is aiming for a mid-April airdate, but we are not sure until they sign the third sponsor
- Once we have a go from Mike Abernathy, G&D will send information to all clubs and operations and also contact them through our directors and governors and explain to them how to benefit from this
- The SSA website will also have a welcome link to all PBS viewers guiding them to the pages that provide information about soaring and where they can fly [BACK](#)

Museum traveling exhibit

- Mike Abernathy suggested that the SSA could have a science traveling exhibit about soaring and how sailplanes fly; this exhibit could be displayed at different science museums around the country, promoting soaring to the general public
- Bob Thompson from CO accepted to work with G&D and help us develop a plan for such an exhibit, as well as look into the potential of this initiative
- We are currently researching this market and working on a plan that will include museum interest, financial involvement and feasibility for the SSA

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