

The NATA Safety 1st Management System (SMS) for Ground Operations will facilitate safety at your company. Many of the tools discussed in the eToolkit provide SMS and PLST participants with guidance to continuously assess and assist with safety processes and procedures.



The eToolkit supports NATA’s Safety 1st Management System (SMS) for Ground Operations and NATA’s Professional Line Service Training Program (PLST Online). This monthly newsletter highlights known and emerging trends, environmental and geographical matters, as well as advances in operational efficiency and safety. Additional issues include a section of real-time incidents on the ground. Flight and ground safety have been enhanced and many accidents prevented because of shared experiences in this newsletter.

Building Long-Term Profitable FBO Customer Relationships

Ron Jackson, President The Jackson Group
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As part of our FBO Success Seminars that we conduct for the National Air Transportation Association (NATA), we discuss how to attract the right kind of customers and how to keep them coming back.

While my business partner, John Enticknap, reveals in his blog the methods and tools used in building a more profitable FBO, I’ll be writing about the often overlooked but equally important process of Building Long-Term Profitable Customer Relationships.

Part 1: Are you the restaurant owner?

The lifeblood of any FBO is building loyal customer relationships. The success of these relationships can be measured in two ways:

Are they long-term and are they profitable?

Studies on consumer behavior show a loyal customer:

- ➔ Keeps coming back
- ➔ Is willing to pay more, thus produces better margins
- ➔ Loves your FBO and tells other pilots and aircraft
- ➔ owners/operators
- ➔ Lowers your customer “churn” rate...you don’t have to replace a satisfied loyal customer
- ➔ Boosts your long-term revenue, prevents profit erosion and enables you to outperform your competitors

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In the end, the effort we put into building these kinds of relationships will pay high dividends year after year...so let's examine the process.

Company Culture and Service Deliverables

Every FBO is unique in its approach to delivering its own brand of customer experience. You should have an idea of your "Company Culture," which is the tone and demeanor by which your customer service is delivered.

Are you warm and fuzzy; cold and unapproachable; or somewhere in between?

Your customer service deliverables are the things you do every day to ensure a great customer service experience, including providing for the safety and security of the customer and their aircraft.

And it's not just having these policies and procedures in place. It's how you choose to carry out the delivery to your customers. Thus, your corporate culture dictates how you deliver services to your customer.

Draw from Your Own Experience

Observe the workings of your favorite local restaurant (not the chains). If you frequent one particular restaurant, chances are the host/hostess knows your name; the server knows your favorite drink and meal. "The usual, Mr. Jones?"

Chances are the owner or manager is on-site and makes the rounds of the tables, checking on the quality of food and service and personally thanking the customers for their loyalty.

And chances are you have a consistent dining experience and recommend the restaurant to your friends.

Another experience to draw from is when someone moves into your neighborhood. Chances are you or someone will recommend the following:

- Favorite barber/beautician
- Favorite car mechanic or service station
- Personal doctor/hospital system
- Favorite grocery, hardware store or clothing store
- Plumber, electrician, pest control company
- Church or social club
- Insurance agent, dry cleaners, etc.

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Why do we recommend?

Never underestimate the power of “RECOMMENDATION.” . We do it all the time without really paying much attention to the impact it has on our lives and the decisions we make.

For most of us, when we recommend a product or service it’s really a way of validating our own process of selection. We all think we make good choices and having someone else follow our recommendation is affirmation...it boosts our ego... makes us feel good!

We recommend because:

- Their product or service is excellent
- We’ve always had a good experience
- We trust them, they offer good value
- They boost our ego, they know our name
- They may even know our children’s names, their birthdays
- You may even consider them a friend

That’s how we should view and nurture every FBO customer relationship we cherish...knowing each customer has the power to cast a vote...the power to recommend.

An Investment in Time

Building long-term customer relationships is a process. It’s an investment in time. It’s hands-on customer care and a commitment to understanding a customer’s needs, wants and desires.

At the end of the day, ask yourself, are you the restaurant owner? Have you made the rounds to the customer lounges, asked if everything is alright, and thanked the customers for their business? Have you taken the time to check your FBO for cleanliness; listened to how your employees treat a customer; and walked the flight line?

Lead by example. If your employees see you do this, then chances are they will also take ownership...ownership of the customer service experience, thus helping build long-term profitable customer relationships.

Ultimately, you should be able to go up to any customer and ask the question: Would you recommend our FBO to other pilots, aircraft owners/operators, and schedulers and dispatchers?

If the customer is hesitant to answer the question and doesn’t say yes right off the bat, you have some work to do.



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First published on www.ACUKWIK.com, FBO Connection

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INCIDENT ROUNDUP

A Boeing 737 aircraft, while taxiing by a maintenance technician, clipped a de-icing truck. No injuries were sustained and damage to the aircraft was minor.

Southwest Jet Topples Denver Airport Light Pole; Nobody Hurt



Jan. 30 (Bloomberg) -- A Southwest Airlines Co. jet knocked down a 30-foot light pole today while taxiing to a gate at Denver International Airport.

No one was injured in the accident, which occurred at 9:45 a.m. Denver time, said Laura Coale, a spokeswoman for the airport. Southwest Flight 792, which flew to Denver from Los Angeles, carried 89 passengers and five crew, said Brandy King, a spokeswoman for Dallas-based Southwest.

"We are currently working with the National Transportation Safety Board and other relevant agencies, including the Federal Aviation Administration, to assess the situation and cannot provide additional

details at this time," King said in an e-mailed statement.

A picture taken by a passenger and posted online by the ABC News affiliate in Denver showed the pole on the ground under a Southwest airplane's wing. The airline declined to discuss any damage to the Boeing Co. 737.



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Passengers got off the plane on the tarmac and were bused to the airport's C concourse, where Southwest's gates are located, Coale said.

The accident didn't disrupt flights at the airport, she said in an interview. The light was used to illuminate a part of the airport ramp around the C concourse.

Denver is the fifth-busiest airport in terms of Southwest departures, with 151 daily.

Pilot fatally struck by moving propeller he tried to manually restart after plane stalled



Pilot was trying to hand crank propeller after Piper Cherokee stalled struck him in head; he was taken to hospital and died four hours later.

A pilot died after being struck in the head by the moving propeller of a single-engine plane. The horrific accident happened at the Gillespie Field airport in San Diego, California, while the victim was trying to restart the plane after it stalled, witnesses said.

Two pilots were on board when the Piper Cherokee was taxiing out to the runway when the engine stalled and one of them got out to hand crank the propeller. But it struck him in the head.

The struck pilot was taken to Sharp Memorial Hospital for treatment of critical injuries after the incident. He died there four hours later. Flight safety authorities are investigating what happened. The blue and white Piper Cherokee PA-28R-



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200 four-seat fixed-wing plane was built in 1974 and is registered to a man in nearby Lakeside, California, according to official records.

It comes after model and fashion blogger Lauren Scruggs, 23, walked in front of a plane at Aero County Airport in McKinney, Texas, last month and lost her left hand and left eye in the incident. Her mother Cheryl said last week that although her daughter's pain is reduced 'when she is moving about and distracted', when she tries to sleep, 'it comes - and it comes ferociously at times'.

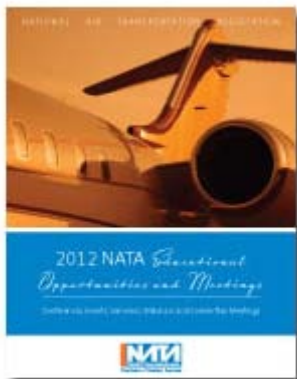
Gillespie Field was constructed by the government in 1942 during World War Two to be used for training Marine Corps parachutists and it was originally named Camp Gillespie. This was in honor of Marine Lieutenant Archibald H. Gillespie, who was renowned for his efforts in the 1840s war between the U.S. and Mexico. The airport was leased to San Diego County in 1947.

It became a general aviation airport and then the county owned it from 1953, when it was used mostly for privately-owned aircraft and by flight schools. Now the airport holds one terminal, two industrial parks, three museums, a restaurant, maintenance shops and various flight schools, according to a San Diego County newsletter.

Read more: <http://www.dailymail.co.uk/news/article-2094021/Pilot-dies-struck-moving-propeller-single-engine-plane-Gillespie-Field.html#ixzz1l2g6SwF3>.

EDUCATION CORNER

NATA's 2012 Catalog Of Educational Opportunities – Invest In Yourself And Your Company



The 2012 NATA Educational Opportunities and Meetings catalog was mailed to all NATA members. View a pdf version by [clicking here](#) or on the catalog image to the left.



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Spring Training Week In Las Vegas March 5-8 – Join One Seminar Or All

NATA will hold its 4th annual Spring Training Week concurrently with Cygnus Aviation Expo in Las Vegas. This all-star line service training features NATA's Line Service Supervisor Training, FBO Finance Fundamentals, NATA Safety 1st Trainer and Environmental Compliance seminars. It's your chance to enhance your team's skills, all in one place, maximizing their time and your training dollars.

NATA added the FBO Finance Fundamentals seminar to this year's offerings because it's important to learn how to use the numbers in a financial statement to move the business forward. This seminar will help members develop a level of competence in Management Accounting as opposed to Financial Accounting. Management accounting is the process of identifying, measuring, reporting and analyzing information about the economic events of the organization. The FBO Finance Fundamentals seminar will enable member company employees to take the information accountants provide and make decisions and develop strategies that improve the financial performance of a specific department, location, division or company.

NATA's Environmental Compliance seminar is also coming to Las Vegas. This is the only seminar that focuses solely on environmental compliance issues confronting FBOs and general aviation airports. With mounting pressure from the media, the federal government and the public at-large, this seminar is designed to ensure that FBOs and general aviation airports are complying with environmental mandates that affect their daily operations. Why not spend one day reviewing all environmental issues and return to your operation ready to ensure your compliance?

Join NATA's Spring Training team for one seminar or the entire lineup:

[NATA's Line Service Supervisor Training Seminar](#) – March 5-6

[NATA's FBO Finance Fundamentals Seminar](#) – March 6-7

[NATA's Safety 1st Trainer Seminar](#) – March 7

[NATA's Environmental Compliance Seminar](#) – March 8

Make 2012 your winning season!



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NATA Environmental Compliance Minute – Refueler Trucks

The newest edition of the NATA Environmental Compliance Minute is now available.

A mobile refueler truck is one of an FBO's most valuable pieces of equipment, and it often represents a significant expense. These trucks typically perform the bulk of the work providing fuel on an FBO ramp. However, mobile refuelers also present the potential for environmental damage or liability, through fuel spills or leaking of fuel.

In this episode of the NATA Environmental Compliance Minute, presenter George Gamble of 2G Environmental discusses the important environmental issues to consider regarding mobile refuelers.

[Click Here To Watch The NATA Environmental Compliance Minute](#)

NATA's Safety 1st Ground Audit

NATA established the NATA Safety 1st Ground Audit Standard to promote industry best practices and Safety Management Systems development among ground handling providers in response to member requests for a safety standard and rating for FBOs. This audit standard is the first published audit for FBOs and other ground-handling service providers. NATA's Safety & Security Committee, which includes representatives from large and small FBOs, on-demand charter operators, fractional program managers, insurance brokers, fuel companies, and more, was instrumental in drafting this important new audit standard.

As an NATA member, you have expressed concern that your company is subject to numerous audits by charter operators, fractional ownership program managers and many other consumers. The preparation and hosting of these audits drains both staff time and resources to accommodate the various audits, which range in complexity from completing and returning an electronic self-audit form to a multi-day on-site audit. The requirements of each auditing company vary greatly, making preparation for the audits a year-round necessity.

Find out more about NATA's Safety 1st Ground Audit by [clicking here](#).

New Workshop for FBO Managers In March *Starting Noon March 27 And Ending By Noon March 28*

The FBO Managers Workshop: Influencing Your Airport Commission will deal with true, dedicated issues for the general manager running an FBO. This workshop starts the day before NATA's FBO Leadership Conference and concludes just before the first session of the Conference. Topics to be covered include:

➔ Airport Manager Perspective on Airport/FBO Relations Workshop

FBO managers must first understand the airport manager's perspective to influence an airport board effectively. Panelists, including former airport managers, will provide you with valuable insight into applying the appropriate level of influence when working with your airport board.

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➔ **Nationwide Trends Affecting FBOs And Airport Relationships Workshop**

Industry experts, including legal counsel, will share their experiences with current issues faced by FBOs at airports throughout the country. This workshop will provide you with in-depth knowledge to assist you in avoiding or managing similar problems at your own airport.

➔ **Communicating the Value of Aviation Businesses and the Communities They Support**

As a facility general manager, you represent the front line of communications for our industry. In communicating with airport managers, customers and the general public, it is imperative that you know and understand the various initiatives being undertaken by our industry. Your extensive knowledge and ability to communicate information regarding relevant issues and corresponding initiatives will greatly impact your company's success. Learn how to communicate your message concisely and effectively to airport leadership and the community to promote a sustainable working relationship and preserve the longevity of your business.

➔ **GA Infrastructure and Investment Coalition Strategy (GAIIC) CEO Panel**

The General Aviation Infrastructure Investment Coalition (GAIIC) represents FBOs that provide services to most of the airports across the country. The investment decision to inject private capital into these airports demands that existing commercial depreciation and amortization standards be recognized. Many airports understand that encouraging private sector investments in facilities, such as general aviation hangars, means offering terms that best enable FBOs to utilize tax advantages that off-airport commercial investors benefit from. However, many other airports do not sufficiently recognize the need to encourage investment in facilities and only offer short-term opportunities that constrict investment and a job-creation environment. The GAIIC was formed to develop 'Best Practices' standards with airports and FBOs to facilitate long term investment through existing commercial amortization and depreciation practices.

[Click here for more event details and a link to register.](#)

INDUSTRY CORNER

NATA's State Advocacy Network

Not many people would argue against the importance of government advocacy in supporting and defending aviation interests. While NATA's primary focus has been federal government advocacy, the association also supports its members' interests on the state level. Recently, NATA was instrumental in protecting flight training schools in California from an onerous regulation that would have put almost all flight schools in the state out of business.

As part of the association's efforts to strengthen its government advocacy, NATA has established the State Advocacy Network (SAN) to bridge any gap between the association and its members on arising state and local issues. The network will bring together representatives from each state whose focus will be on building relationships with state and local government. These relationships will help build more support for the local aviation communities while fostering the



credibility of the volunteers and their aviation businesses, and are essential to gaining critical knowledge of issues that may be acted on as soon as possible to protect aviation business interests.

On a daily basis, aviation businesses are confronted with a host of issues including airport and land use, security, taxation, aircraft noise and emissions, and other priorities that arise. SAN and its volunteers will play an important role in NATA's efforts to stimulate and encourage greater involvement among its members, with the goal being to build a strong network to defeat unwarranted policies.

For more information about the State Advocacy Network and to serve as a volunteer, visit www.nata.aero/SAN or email SAN@nata.aero.

NATA Urges South Carolina Senator - Withdraw Legislation To Prohibit Ramp Fees

NATA sent a letter last week to South Carolina State Senator Phil P. Leventis (D) urging him to withdraw legislation, S. 1109, to prohibit fixed base operators (FBOs) in the state from charging a fee, including ramp fee, to aircraft that use their facilities but do not purchase any services.

The bill was introduced on January 17th, and has been referred to the Senate Transportation Committee. NATA members in South Carolina are being asked to contact Senator Leventis as well as the Senators on the Transportation Committee and express their opposition to S. 1109.

To view NATA's action call on S. 1109, please click here.

SAFETY CORNER

Operational Best Practices (OBP) – NATA Member Benefit

Our ground operational best practices were developed by industry experts on NATA's Safety & Security Committee who bring together many years of aviation experience. The recommendations provide best practice guidance; however, each FBO must develop specific and clear guidance with procedures applicable to its own operation and associated risks.

We have provided an introduction that helps guide you through the process of making sure your OBPs are tailored to your operation. Please click on the link below to view OBP guidance, record of revisions and OBP directory.

NATA may review, revise and provide additional Operational Best Practices (OBPs) as necessary. No revision service is provided. It is the user's responsibility to ensure they possess the current version of all applicable OBPs.

We've included an example of one of NATA's OBPs below. Make sure you review all the OBPs and get a jump start on updating/refreshing your best practices for the year by [clicking here](#). (You will need your NATA log-in for access.)



OPERATIONAL BEST PRACTICE -GROUND		Your Company Name Here
Title: Propeller Handling		
No OBP-5		
Effective Date: March 27, 2009	Revision: Original	
Purpose:	The NATA Member Company has adopted this OBP for its employees, customers and guests for the safe handling of owned and customer aircraft propeller driven aircraft.	
Policy Responsibility:	Chief Executive, General Manager, Line Supervisors, Maintenance Technician (as applicable).	
Policy:	No employee shall touch an aircraft's propeller with the intent of moving the propeller to hand prop or "turn it" / "pull it" through as a reciprocating (piston) engine propeller is very dangerous and may be positioned to fire.	
Procedure:	<p>ALWAYS APPROACH AS IF THE AIRCRAFT MAY BE READY TO START.</p> <p>DO NOT GRAB, HOLD, PUSH, PULL, TOUCH OR LEAN ON ANY PROPELLER AT ANY TIME.</p> <p>ALWAYS CHECK TO CONFIRM "MAGNETOS OFF" and "KEY OUT OF IGNITION".</p> <p>When installing chocks at the nose-wheel position -- confirm that the magnetos are in the "OFF" position and the electrical system is off before installing the chocks.</p> <p>EXTREME CAUTION MUST BE TAKEN WHEN IN CLOSE PROXIMITY TO PROPELLER(S).</p> <p>When installing a tow-bar on a piston driven aircraft, do not handle the propeller. If the propeller will impede the swing of the tow- bar within the nose-wheel turning radius, the propeller should be moved OPPOSITE its normal rotation until it is out of the tow-bar radius.</p> <p>THE PROPELLER MUST NEVER BE MOVED IN ITS NORMAL ROTATION FOR ANY REASON.</p> <p>Technical services personnel should adhere to extreme caution when working with reciprocating piston engines.</p>	



We were contacted by the Airlines for America, Formerly the Airline Transport Association (ATA) concerning EI 1583 6th Edition 2" Filter Monitor Elements change-out policy and wanted to share their press release. If you are required to comply with ATA-103, please read this. Please contact your fuel provider with further questions.

Airlines for America (A4A) EI 1583 6th Edition 2" Filter Monitor Elements Change-out Policy

The Energy Institute has qualified three suppliers of 2" 6th edition filter monitor elements for use at commercial airports. There are inherent incremental improvements to safety and operations, associated with the 6th edition elements, of which the industry wants to take advantage.

After consulting with Suppliers and End users, the A4A Fuel Technical Committee has agreed to establish a new compliance date of April 30, 2013 for the replacement of all 2" 1583 4th edition filter monitor elements. This policy will be reflected in all future ATA Specification 103 audit materials. **Compliance is defined as all elements installed in vessels as of April 30, 2013 shall be 6th edition. There will be no waivers or variances granted for this compliance date. This policy applies only to those locations which have adopted ATA Specification 103 as their guidance document.**

This notice does not cover the 6" filter monitors. The 6" elements have not yet completed the qualification testing process.

The A4A Fuel Technical Committee is fully supportive of establishing reasonable transition dates which recognize both the technical improvements with the 6th edition elements, which include SAP migration detection, and a cost conscious utilization of existing inventories.

A4A strongly encourages the manufacturers and end users to work together to complete this orderly transition to the 6th edition elements in order to continue to ensure the delivery of clean, dry jet fuel in a cost effective manner to the airline industry



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What's wrong with this picture?

A pilot called ahead for 20 gallons of fuel. When the line service specialist (LSS) arrived with the fuel truck, he didn't see any fuel caps, just packing tape as seen above. The line service specialist called his line service manager who immediately responded, "Park the truck, we are not going to touch it." When the pilot arrived, the LSS asked the pilot about the missing fuel cap and the pilot confirmed "he lost the cap a couple months back."

To make matters worse, it rained all night and the plane sat outside on tarmac. The LSS informed the pilot he would not fuel the plane but was welcome to use self service to fuel it himself. The LSS observed the pilot at the self service depot as he started to sump his tanks. It took eight times before he ever got fuel and eleven times before he got a clean fuel sample. The pilot then proceeded to add more tape and took off.

Safety 1st note: GOOD for the LSS! The question is what would your line service specialist do if s/he encountered this same scenario? Talk with them; it could be an enlightening conversation.



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PLST ONLINE CORNER

Join us for a FREE PLST Online [webinar](#) –April 19, 2012

The NATA Safety 1st team will review the learning management system and available reports as well as introducing a new report available to trainers. Frequently asked questions from the trainers and students of the PLST program will be discussed and live questions from participants on the webinar will be answered.

Q. As the administrator of PLST Online, what does the Certified Roster option under Training Management do?

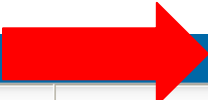
A. The Certified Roster helps you determine when your line service specialists were certified.

User Name	First	Last	Type	Status	PLST	Fire Safety	Non-PLST
Group : Day Shift							
amytest	A	Test	Student	Active	Lapsed	Lapsed	Unassigned
Group : DCA							
rmullolland2	Rebecca	Mullolland	Student	Active	Lapsed	Lapsed	Unassigned
ahambissa4	adey	hambissa	Student	Active	Lapsed	Lapsed	Unassigned
ahornaday	Amy	Hornaday	Student	Active	Lapsed	Lapsed	Unassigned
trainer	Amy	Koranda	Student	Active	Lapsed	Lapsed	Unassigned
theck	Tim	Heck	Student	Active	Lapsed	Lapsed	Unassigned
theck@nata.aero	Tim	Heck	Student	Active	Training	Training	Unassigned
Group : Default							
dgabriel	Debra	Gabriel	Student	Active	Lapsed	Lapsed	Unassigned
adarrow	Alan	Darrow	Student	Active	Training	Training	Unassigned
licenstest	License	Test	Student	Active	Lapsed	Lapsed	Unassigned
atest	a	Test	Student	Active	Lapsed	Lapsed	Unassigned
Bmarketelli	Bruce	Marketelli	Student	Active	Lapsed	Lapsed	Unassigned
testname	test	amy	Student	Active	Lapsed	Lapsed	Unassigned
Group : Membership							
dalmey	David	Almy	Student	Active	Lapsed	Lapsed	Unassigned
dgurley	Daniel	Gurley	Group Admin	Active	Lapsed	Lapsed	Unassigned
Group : OSHA 10							
schambers	Shannon	Chambers	Student	Active	Lapsed	Lapsed	Unassigned

When you select the Certified Roster, a note will always open to remind you how to determine a student’s expiration date. It says, “Attention Company Administrator and Group Admin. You must recertify every two years. The Certified Roster was created to assist you in reviewing who is due to expire or due for recurrent training certification. It lists all of your students who have been certified with both the PLST and the Fire Safety certification. To determine expiration date, it is two years from Due Date or Applied Date – whichever date comes first.”



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Generate Report						
Curriculum	Group	Status	Start Date	Due Date	Applied	Shipped
		active				
PLST	Default	Active	09/16/2011	03/17/2012	11/22/2011	12/01/2011
PLST	Default	Active	11/19/2008	01/16/2009	04/20/2009	04/28/2009
Recurrent	Default	Active	08/08/2011	02/07/2012	08/23/2011	08/29/2011
PLST	Default	Active	08/24/2011	02/23/2012	11/16/2011	11/18/2011
PLST	Default	Active	06/07/2011	12/07/2011	08/24/2011	09/06/2011
PLST	Default	Active	11/10/2008	05/12/2009	04/20/2009	04/28/2009
Recurrent	Default	Active	08/08/2011	02/07/2012	08/23/2011	08/29/2011
PLST	Default	Active	06/07/2011	12/07/2011	08/23/2011	08/29/2011

Run the certified roster (names have been deleted for this example). Following the note above for the first listing: this student’s expiration date is 11/22/2013. (Expiration is based on the first date plus two years; the applied date is the first date plus two years. Again, to **determine expiration date, it is two years from Due Date or Applied – whichever date comes first.**)

Tip: at the top of the certified roster is a button <Generate Report>. Click on this button to save an excel copy of student training.



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CONTINUING EDUCATION

2012 NATA Offerings

SPRING TRAINING – LAS VEGAS, NV

[Line Service Supervisor Training Seminar](#) – March 5-6

[FBO Finance Fundamentals Seminar](#) – March 6-7

[NATA Safety 1st Trainer Seminar](#) – March 7

[Environmental Compliance Seminar](#) – March 8

2012 Offerings: Aviation Safety and Security Offerings

Embry-Riddle Aeronautical University's Center for Aerospace Safety/Security Education (CASE)

Details online:

<http://daytonabeach.erau.edu/coa/programs/professional-programs/professional-courses/index.html>

National Safety Council

Certificate Programs

http://www.nsc.org/products_training/Training/certifications/Pages/certifications.aspx

Southern California Safety Institute

Website: <http://www.scsi-inc.com/>

Transportation Safety Institute

Details online:

<http://www.tsi.dot.gov/Catalog/Default.aspx?value=DTI-20>

University of Southern California

Aviation Safety and Security Program

Details online: <http://viterbi.usc.edu/aviation/>

Blogs, Twitter, Facebook...And More!



<http://www.twitter.com/nataaero>



<http://www.facebook.com/nataaero>



Byer's Inside Washington Blog

<http://www.natablogs.wordpress.com>

Coyne's Capitol View Blog

<http://natapresidentsblog.wordpress.com/>

NATA Policy Playbook Blog

<http://nataspolicyplaybook.wordpress.com/>

NATA YouTube Channel

www.youtube.com/nataaero

The National Air Transportation Association (NATA), the voice of aviation business, is committed to raising the standard on ground safety. [Subscribe to NATA Safety 1st eToolkit.](#)



A CAPITAL WEEK FOR AVIATION BUSINESS

March 28-30, 2012, at the Hyatt Regency on Capitol Hill, Washington, DC

More than 150 industry leaders will come together one week in Washington for a variety of events, including the FBO Leadership Conference and new FBO Manager Workshop. All events will be held at the Hyatt Regency Washington on Capitol Hill.

Other NATA Capital Week for Aviation Business Events

Thursday, March 29

11:30 a.m. – 12:00 noon

NATA Annual Meeting and Election of NATA Officers at the Day on the Hill Luncheon

12:00 noon – 12:45 p.m.

Day on the Hill Luncheon

12:45 p.m.

Day on the Hill Congressional Visits
NATA's Day on the Hill event is a valuable opportunity for members to visit with their Members of Congress to discuss issues important to the general aviation community, including the value of their business to that congressional district and/or state. NATA has been coordinating this event for nearly 15 years, and it has been incredibly successful, with an average of 100 participants and meetings with more than 150 Members of Congress annually. This event is a "grassroots army" approach to promote key issues affecting the aviation business community.

Friday, March 30

8:00 a.m. – 2:00 p.m.

NATA Committee Meetings:

Air Charter

Aircraft Maintenance

Airports

Business Management

Environmental

Safety and Security

CONTACT DIANE GLEASON FOR SPONSORSHIP
OPPORTUNITIES (703-575-2050/DGLEASON@NATA.AERO).

FBO Manager Workshop: Influencing Your Airport Commission

New
Event!

Agenda for the 2012 FBO Manager Workshop

Tuesday, March 27

12:00 noon - 5:00 p.m.

Airport Manager Perspective on Airport/FBO Relations Workshop

FBO managers must first understand the airport manager's perspective to influence an airport board effectively. Panelists, including former airport managers, will provide you with valuable insight into applying the appropriate level of influence when working with your airport board.

Panelists:

Robert Olislagers, Executive Director, Centennial Airport
Eric J. Frankl, Executive Director, Blue Grass Airport
Clara Bennett, Airport Manager, Fort Lauderdale Executive Airport

Nationwide Trends Affecting FBOs And Airport Relationships Workshop

Industry experts, including legal counsel, will share their experiences with current issues faced by FBOs at airports throughout the country. This workshop will provide you with in-depth knowledge to assist you in avoiding or managing similar problems at your own airport.

Panelists:

Lenny Kirsch, Partner, McBreen & Kopko
Christian Sasfai, Vice President and COO, TAC Air
Mike French, Director of Airport Relations, Signature Flight Support
Ted Hamilton, Executive Vice President, Operations, Landmark Aviation

Who Should Attend NATA's FBO Manager Workshop?

- FBO Owners
- FBO Presidents
- FBO General Managers
- FBO Department Managers and Managers-in-Training
- Senior Staff of airports offering FBO services

Registration Fee for Workshop Only:

NATA members and non-members - \$295

Special discounted price to attend both the FBO Manager Workshop and FBO Leadership Conference

NATA members - \$575 Non-members - \$675

Wednesday, March 28

7:30 a.m. - 11:30 a.m.

Communicating the Value of Aviation Businesses and the Communities They Support

As a facility general manager, you represent the front line of communications for our industry. In communicating with airport managers, customers and the general public, it is imperative that you know and understand the various initiatives being undertaken by our industry. Your extensive knowledge and ability to communicate information regarding relevant issues and corresponding initiatives will greatly impact your company's success. Learn how to communicate your message concisely and effectively to airport leadership and the community to promote a sustainable working relationship and preserve the longevity of your business.

Panelists:

TBD

GA Infrastructure and Investment Coalition Strategy (GAIIC) CEO Panel

The General Aviation Infrastructure Investment Coalition (GAIIC) represents FBOs that provide services to most of the airports across the country. The investment decision to inject private capital into these airports demands that existing commercial depreciation and amortization standards be recognized. Many airports understand that encouraging private sector investments in facilities, such as general aviation hangars, means offering terms that best enable FBOs to utilize tax advantages from which off-airport commercial investors benefit. However, many other airports do not sufficiently recognize the need to encourage investment in facilities and only offer short-term opportunities that constrict investment and a job-creation environment. The GAIIC was formed to develop 'Best Practices' standards with airports and FBOs to facilitate long-term investment through existing commercial amortization and depreciation practices.

Panelists:

Greg Arnold, President and CEO, TAC Air
Clive Lowe, Vice President of Business Development, Atlantic Aviation
Michael Scheeringa, President, Signature Flight Support
Jim Hopkins, Vice President, Sales and Charter, Landmark Aviation

Register online at www.nata.aero/events



National Air Transportation Association



2012 NATA FBO LEADERSHIP CONFERENCE



at
NATA'S CAPITAL WEEK FOR AVIATION BUSINESS

March 28-29

Hyatt Regency on Capitol Hill
Washington, DC

www.nata.aero/fbolc

Flip over for details on the new NATA FBO Managers Workshop on March 27-28.

2012 NATA FBO Leadership Conference

The 2012 NATA FBO Leadership Conference offers preeminent opportunities for managers and executives of fixed base operations to tap into a wealth of industry knowledge. NATA is pleased to present political and industry forecasts from top leaders, expert industry panels to discuss the latest developments in general aviation issues, various opportunities to network and much more.

The 2012 FBO Leadership Conference will address these issues and more:

- Find out how to communicate with your airport commission effectively.
- Discover what you can do to foster positive community relationships.
- Hear the latest on general aviation security, including developments in the repair station security rule.
- Learn how to adapt Disney best practices for strategic growth in your own business.
- Find out what the implications of the federal regulations on Avgas will mean for your business' future.
- Create new business connections by attending FBO Leadership Conference social events and other NATA Capital Week for Aviation Business proceedings.

Preliminary Agenda

Wednesday, March 28

11:00 a.m. – 12:45 p.m.

Welcome Lunch with Keynote Speaker

The Honorable Congressman John J. "Jimmy" Duncan, Jr. (R-TN), Member, U.S. House of Representatives Subcommittee on Aviation

Congressman Duncan, a 13-term Republican member of the U.S. House of Representatives, is a former Chairman of the House Subcommittee on Aviation and a staunch advocate of small businesses. Mr. Duncan once again introduced legislation in the 112th Congress, H.R. 1474, Freedom from Government Competition, which would reduce unfair government competition with the private sector, including small businesses.

12:45 p.m. – 1:15 p.m.

Table-Top Displays and Refreshment Break

1:15 p.m. – 2:30 p.m.

General Aviation Infrastructure & Investment Coalition Leadership Update

Moderator

Mr. Michael Scheeringa, President, Signature Flight Support

Panelists

Mr. Greg Arnold, President and CEO, TAC Air

Mr. Jim Hopkins, Vice President of Sales and Charter, Landmark Aviation

Mr. Clive Lowe, Vice President of Business Development, Atlantic Aviation

Mr. Greg Principato, President, Airports Council International-North America

The General Aviation Infrastructure & Investment Coalition (GAIIC) was formed to address the growing concern that investment in general aviation facilities is being inhibited today. Short-term leases at many airports do not enable fixed base operators (FBOs) to take advantage of normal commercial tax rules and lending practices regarding depreciation and amortization that incentivize investment and economic growth. This session will provide you with a detailed review of the scope and purpose of the coalition as well as the coalition's strategy for the upcoming year to enable you to communicate the appropriate message to your airport board.

Who should attend:

- FBO Owners and Operators
- FBO Presidents, CEOs and COOs
- FBO General Managers
- FBO Department Managers and Managers-in-Training
- Senior Staff of Airports offering FBO Services
- Airfield Managers
- Operation Managers
- Directors of Marketing
- Sales Managers
- Fuel Sales Managers
- Regulatory Managers

2:30 p.m. – 3:00 p.m.

Table-Top Displays and Refreshment Break

3:00 p.m. – 4:00 p.m.

Future of Avgas

Moderator

Mr. Mike France, Director, Regulatory Affairs, NATA

Panelists

Mr. Walter Desrosier, Vice President, Engineering & Maintenance, GAMA

Mr. Rob Hackman, Vice President, Regulatory Affairs, AOPA

Mr. Mark Rumizen, Aviation Fuel Specialist, FAA

The future of leaded aviation gasoline remains uncertain. Lawsuits in California against FBOs for selling avgas and the EPA's ongoing work regarding lead emission from aircraft continue to add to the fear that avgas is going to "disappear." In this session, you will get the truth from the industry experts who are leading the response to this issue. Discussion topics will include everything from the current state of the EPA's rulemaking on lead emissions to the work of the FAA-chartered Unleaded Avgas Transition ARC. With all the rumors and uninformed proclamations flying around about the future of avgas, you don't want to miss this opportunity to hear from the experts and get the answers you need to be able to plan for the future of your business.

5:00 p.m. – 7:00 p.m.

Cocktail Reception and Table-Top Displays

7:00 p.m.

NATA Industry Excellence Awards Presentation and Dinner with Special Guest Speaker

The Honorable Senator John Thune (R-SD), Member, U.S. Senate Committee on Commerce, Science & Transportation – Invited

Senator Thune, a second-term Republican member of the U.S. Senate, is a member of the Senate Committee on Commerce, Science and Transportation as well as the influential Senate Committee on Finance. Mr. Thune introduced legislation at the beginning of the 112th Congress, S. 785, that would reduce unfair government competition with the private sector, including small businesses.

Each year, NATA presents the following seven awards to exceptional individuals and organizations that have helped to improve the general aviation community.

- William A. "Bill" Ong Memorial Award
- Distinguished Service Award
- Airport Executive Partnership Award
- Aviation Journalism Award
- Excellence In Pilot Training Award
- FAA Customer Service Excellence Award
- ATP/NATA General Aviation Service Technician Award

Thursday, March 29

7:00 a.m. – 8:30 a.m.

Leadership Breakfast and Oil Company Perspective Session

Moderator

Mr. James K. Coyne, President and CEO, NATA

Panelists

Mr. Bryan Faria, Manager, General Aviation, ConocoPhillips

Mr. Marty Hiller, President, World Fuel Services

Mr. Joel Hirst, Vice President Sales East, Avfuel Corporation

With the prospects of a double-dip economic recession looming, and continuing concerns about the availability of aviation gasoline, listen to key leaders from the aviation fuel industry address the latest issues confronting the general aviation community.

8:30 a.m. – 9:00 a.m.

Refreshment Break

9:00 a.m. – 11:00 a.m.

Business Solutions for Strategic Growth by Disney Institute

Sponsored by:



The presentation by *Disney Institute* will focus on the impact of the current economy on the industry, how businesses plan for new strategic growth, and business solutions for attendees to adapt from Disney best practices.

Attendees will take away the following from the presentation by *Disney Institute*:

- **Benchmark best practices of The Walt Disney Company related to quality service and people management.**
- **Learn how alignment of the organizational identity can be used in the development of any new product or service.**
- **Understand the use of alignment in strategic risk taking and decision making.**
- **Identify examples of Disney's effort to expand its organizational identity.**
- **Learn the importance of providing employees with a supportive and caring environment to create pride in the organization and retain quality employees during difficult times.**

Location for All Events and Room Block:

Hyatt Regency on Capitol Hill
400 New Jersey Avenue, NW
Washington, DC 20001
General Telephone: (202) 737-1234

Hotel Reservations:

Discounted hotel reservations at the rate of \$279++ per night can be made through the Hyatt Regency on Capitol Hill, Washington, DC. Cut-off date for reservations is March 2, 2012. On-line reservations are available at www.nata.aero or contact Hyatt Reservations at (888) 421-1442.

The Hyatt Regency is conveniently located 15 minutes from Ronald Reagan Washington National Airport (DCA). Cab fare is approx. \$30 one-way, and the hotel is also a 5-minute walk from the Union Station metro stop off the red line.

Cancellation Policy:

Refund requests must be sent in writing to NATA prior to March 14. An administrative fee of \$50 will be charged for any cancellation on/before March 14. No refunds will be made for cancellations postmarked after that date. Substitutions are permitted at any time.

Disclaimer:

Any person who attends a NATA event grants permission to NATA to record his or her visual/audio images, including, but not limited to, photographs and sound or video recordings, and, without notifying such person, to use those images for any purpose of NATA, including advertisements for NATA and its programs.

Questions?

Contact Diane Gleason, Director of NATA Conferences and Meetings, at dgleason@nata.aero or (703) 575-2050.

Sponsors:



Registration Fee:

NATA members - \$339 Non-members - \$439

One-day pass - \$169

Special discounted price to attend both the FBO Manager Workshop and FBO Leadership Conference

NATA members - \$575 Non-members - \$675

Register online at www.nata.aero/fbolc

Sponsorship Opportunities available for all events, please contact Diane Gleason, NATA Director of Conferences & Meetings at dgleason@nata.aero or (703) 575-2050.

www.nata.aero/fbolc



NATA To Raise Funds For Wounded Warriors:

NATA has once again partnered with the Veterans Airlift Command (VAC) to raise funds for wounded warriors. The VAC is a charitable organization that provides free air transportation to wounded warriors, veterans, and their families for medical and other compassionate purposes. NATA and VAC have established a special fund, NATA Wings for Warriors, for NATA members and friends to contribute to the organization.

What can you do to help?

Make a personal or corporate contribution to the NATA Wings for Warriors fund by visiting www.veteransairlift.org.

- Share the VAC mission with fractional share owners and card program members. Ask them to donate unused flight hours to the VAC.
- Give a corporate gift of flight hours to the VAC.
- Visit the VAC display at the FBO Leadership Conference to learn more about the organization.
- Help raise awareness of the VAC with your aircraft owner and pilot friends and colleagues.