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## Special Issue: December Newsletter President's Letter and Recap

### Recap of 2011

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### Social Media

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Dear Iver,

As we rapidly approach the end of 2011, it is time to reflect on the past year and update you on our plans for 2012. This year CABA continued to be one of the nation's most active and leading regional business aviation associations. The following is a brief summary of our accomplishments, as well as, a sneak peak for next year.

First and foremost, we want to thank our members. The accomplishments in 2011 would not be possible without your help and support. The level of passion and dedication in our industry never ceases to amaze us. Membership growth this year remained very strong with approximately a 40% increase. Our current membership consists of:

- 58 Corporate Members** (10 or more Employees)
- 91 Corporate Small Business Members** (9 or less)
- 53 Individual Members**
- 11 Student Members**
- 5 Associate Members**

It is very important for your CABA board to reiterate that our membership drives us and our future plans. Without your feedback, involvement, and loyalty, we would not exist. As we are working hard for you, we made a significant investment to enhance our website and increase our presence in the area of social media in an effort to more effectively communicate to our membership. We have made it a goal to regularly update the website and have even created forums and a blog. Please join in on the conversations as your continued involvement keeps us going. Furthermore, look for us in social media outlets. We now have numerous "likes" on Facebook, a growing professional network on LinkedIn, and regular "tweets" on Twitter.

### Spring/Summer of 2011

As we kicked off 2011, our Annual Membership meeting was held where we voted in our new board members and hit the year full steam ahead. At this meeting we also introduced two basic training sessions: one on the topic of communicating the value of business aviation and the second on basic

International procedures training. Capping the membership meeting was keynote speaker John Penney, who brought to light his experiences and reflections of air racing in Reno.



In late spring, and leading up to Aviation Saves, we campaigned our state officials to implement a proclamation recognizing the importance of business and general aviation in Colorado. With his signature, Governor Hickenlooper proclaimed **June 2011 General Aviation Appreciation Month in Colorado**. Support from our state and federal officials is a vital component to ensure we maintain a viable industry. The proclamation marked a significant achievement for CABA as we strive to remain on the radar of our government leaders.

Just as Aviation Saves in 2010 put us on the map at the national level, Aviation Saves in 2011 cranked it up a notch with an aviation-themed weekend. Aviation Saves was fundamentally created to educate the public on the importance of the business and general aviation industry, and we certainly met our goal again this year. The weekend commenced in partnership with Signature Flight Support as we assisted in their annual charity golf tournament. Together, we raised **\$5,500 for Give Kids the World Village**.

Following the golf tournament, TACAir hosted our industry dinner where national association leaders demonstrated their continued commitment to CABA. Craig Fuller of AOPA, Ed Bolen of NBAA, and Pete Bunce of GAMA delivered powerful and meaningful messages to a crowd of over 300 people. In addition, CABA **awarded three \$2,000 scholarships to up-and-coming aviation students** in an effort to truly promote our industry to the next generation.



Learning from our inaugural year in 2010, we moved Aviation Saves 2011 to a Saturday in order to garner more public attendance. With our new date in place, we also aligned with the Wings Over the Rockies Air Museum, the EAA B-17 fly-in, and the Young Eagles program. Wings Over the Rockies transformed the experience for kids as they set up flight simulators, encouraged the kids in aviation arts and crafts, and sectioned off part of the ramp to ride toy airplane bicycles. The B-17 and the EAA team's presence was instrumental in creating an environment to remember the roots of aviation. This fit nicely with the Young Eagles program in which pilots donated their time and aircraft to take children on airplane rides, forever impacting the future of our magnificent industry. Also contributing to the fantastic industry event, we had well over 25 companies displaying a mixture of both static display aircraft and informational booths. With the teamwork and established synergy from all our partners, we were able to create another spectacular event and have long term goals in place for this special affair.

## Fall/Winter 2011



Moving into the Fall, CABA hosted our first industry training event. Hosted by Ball Corp at Rocky Mountain Metropolitan Airport, the event provided Recurrent International Procedures training to local flight crews. With the first training session under our belt, we look to further expand and improve this in 2012. Rounding out our Fall events calendar was the NBAA 2011 conference in October. With our four years of development being recognized by

NBAA, we were honored to be invited to present on the subject of "Best Practices for Growing Membership." The workshop was attended by the VP of Membership for NBAA, as well as representation from the other regional associations across the U.S.

Capping off 2011 was our first Holiday Party and Charity Drive. The charity drive was executed in partnership with the Metro State Flight Team and with the VFW. We can't express enough how proud we are of our committee members who put on the event, our sponsors who helped host and fund the event, the dedication of the Metro State Flight Team, the support from the VFW, and the level of generosity from all of you. Please expect updates in the January newsletter regarding where donations went and the impact they made in each community. The event far exceeded our expectations and we are certain it will now become an annual event for CABA.

Wow, what an amazing year!

### What to Expect in 2012



As we enter 2012, our plan will be to build upon the successes of 2011. Below you will find an initial draft of our expected events.

**March - Membership Meeting:** We will vote in our new Board of Directors and recruit a Key Note Speaker to help us kick-off the year.

**June - Aviation Saves:** Our plan will be to continue the partnerships already in place to provide an event that demonstrates the value of business and general aviation.

**September - Training Event:** The goal for 2012 is to increase participation, size, and value of the Training Event. Stay tuned for more information and how to get involved.

**December- Holiday Party and Charity Drive:** With the success witnessed this year, there is no way we can pass up putting on the event again in 2012. Our goal, triple our donations!!!

In addition to the above, we plan to increase our investment with our Educational Outreach Committee. A critical component to the future of our industry is ensuring we have students and young professionals fully aware of and have access to the rewarding careers and opportunities available in the business and general aviation industry.

Finally, we want to thank you for your continued support. CABA is an entirely volunteer group, and without the participation of our membership, none of this would be possible. Our goals for 2012 will continue to support and grow our industry in Colorado. We hope you continue to offer your support and participate with us as we deliver another great year for Aviation in our wonderful state.

With warm regards and best holiday wishes.

See you in 2012!!

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