

AERONAUTICS BULLETIN



THE STATE OF MINNESOTA PROVIDES THIS TECHNICAL BULLETIN
IN THE INTEREST OF AVIATION SAFETY AND TO PROMOTE
AERONAUTICAL PROGRESS IN THE STATE AND THE NATION

Chris Roy, Director

Dan McDowell, Editor

OFFICE OF AERONAUTICS, ST. PAUL, MN 55107-1618

(651) 234-7182, TOLL FREE (800) 657-3922

www.mndot.gov

By Dan McDowell

Immediately after the earthquake in Haiti, GA pilots began flying aid materials to Haiti. But little air time was given to the fact that it was GA that stepped up as fast as the military did, to bring aid to Haiti. In fact it was GA pilots and planes that landed at smaller strips outside of Port-au-Prince, like Cap Haitien and Les Cayes. These airports are located north and west of Port-Au-Prince. GA is utilizing airports that are too small for the military relief aircraft and larger business aircraft.

There were and continue to be a number of organizations that are solely dependent on GA to fly their personnel and materials to Haiti today and no doubt for months to come. One has merely to go online and search for GA assistance to Haiti and numerous site pages will come up. Many are pages from the very organizations that are bringing aid and assistance to the people there.

GA aircraft of all types from Cessna 182's, Bonanzas, Aztecs, Caravan's, are being volunteered and used in this relief effort. Business and corporate aircraft are also very active in the support effort, but this article is discussing primarily the GA aircraft most people see, like the aircraft mentioned in the previous sentence.

But that's not all. Many of the aircraft are bringing in specialized medicines and specially trained personnel. They are flying out with people who need urgent medical care that cannot be provided in Haiti at this time. Many other GA flights have carried refugees who are fleeing Haiti, to the Dominican Republic, the Bahamas and of course to the US.

This is not meant to negate or ignore the massive airlift of aid provided by not only the outstanding men and women of our US military, but also a number of US airlines and military agencies from countries around the globe. The thrust of this article is to show and remind people of the importance and value of GA.

All this begs the question, can something like the Haiti quake or another large scale natural disaster occur here? The answer is



Alex White, a pilot for Downs Food Group in Mankato, Minnesota, volunteered his services and flew to Haiti. He contributed this photo to the *Gaylord Hub*, which shared them with the *Flyer*.

yes it certainly can, and the next part of that question is more when than if. But the over-all point is that GA airports are a valuable resource and asset to this state and every community that has one. If some event whether man made or natural took place in a way that forced the closing of the three major airports in this state, how would aid, support, or assistance get here? It would could and likely would come via the GA airports and GA aircraft.

You saw what happened in Haiti and how difficult it was to get aid off the main airport into the city just outside the airport gates. Now imagine the crisis if that airport had been unusable! Without the two GA airports, little aid would have gotten in except perhaps by helicopter in those first seven critical days. One part of the good news is that now many Haitians know and understand the value of their GA airports and GA!

That is why it is SO vitally important for everyone to support their community airport. Pilots, Airport Managers, FBO operators need to work together to go into your community and educate people about the value and importance the airport is to the entire community (and the State). Why not invite the community to come out to the airport and see firsthand what it has to offer? After all, it is the front-door to your city and surrounding area. That would be a great opportunity to demonstrate the importance and value of GA in the community.

The Five Cs and the One Q

The Five C's and the One Q

Communication in most any endeavor is a key component to the success of that endeavor. Aviators are taught to speak clearly and concisely when using the aircraft radio transmitter. But, because it can very likely be chalked up in part to human nature, many aviators seem to have difficulty clearly and concisely articulating the importance and value aviation to their community.

With continued governmental budget cutbacks on the Federal and State level, the need to make sure the voice of grassroots aviation and aviators is heard is vitally important. Thus every aviator, aviation business person, and aviation enthusiast needs to be making their voices heard to their city, county and state leaders, as well as to their local populace.

It may take a little time to prepare to make your voice heard but the resultant value requires much less time and money than it will if your airport is closed or restricted somehow. The point is that each person whose passion or business is aviation must speak up and clearly communicate what aviation is all about. But the key word in that previous sentence is 'clearly'.

The First Four C's

Clear

First of all know your audience. Do not assume they know or understand your commonly used aviation acronyms or phrases. Avoid using jargon especially if it is not clearly explained. Use of aviation colloquialisms and jargon will be confusing to a non-aviation audience and in fact will be a turn-off for many listeners. Also the use of jargon can actually make the listener feel stupid or excluded and that will negate the value of your message and your efforts very quickly.

Know your subject well. Have your facts at hand and never over-use numbers or statistics. There over use is another turn off especially when there isn't visual support available when the numbers are being brought up. Use what is key to help get the message across.

Compelling

Make sure your message and your 'call-to-action' are clear. The four C's are, 'clear, compelling, catchy, and constant,' communication. *In the Dilution Dilemma: Making Your Messages Matter*, by Mark Sandborn, president of Sanborn & Associates, Inc., and internationally known author, (www.marksanborn.com) states, "People can be clear and able to act on the information but they won't without reasons that make sense to them. That is the essence of creating compelling message: getting people to care enough to do something. Compelling ideas are powerful; they

have the ability to induce action. And that requires emotion. Take it from two experts in the field, Dan and Chip Heath, authors of *Made to Stick*: "A credible idea makes people believe. An emotional idea makes people care."

He continues, "answer the question lingering in the listener's mind: why should I care? That is a more effective question than "Why is this important?" Ideas must be robust to be strong..." This is a necessary requirement to get people to take the action you want them to take.

Catchy

Author Anthony Vieira states, in his article *Catchy openings for your public speech*, (www.articlealley.com/article_608711_50.html) "Soft, understated actions can have really powerful effects simply because they are so unexpected. Contrast that with banging or using loud noises to attract attention, because that can be very counter-productive. People don't like being cajoled into taking actions or

the feeling they get from being ordered into paying attention. In short: he who has to make a lot of noise to attract attention has probably lost from the start.

Vieira goes on to say, "People of all ages love stories and they can really make events and people come alive. Your characters can be imaginary, but make them believable and your audience will engage with and care about them. Get people to engage with human characters rather than just abstract events, or facts and figures and you could well hold them captivated throughout your speech."

Mark Sandborn adds, "Remember, facts validate, but stories illustrate. The best statistical analysis in the world will be diluted to the point of nothingness if it isn't packaged in a catchy, memorable story or illustration." He also says, "More importantly, catchy messages make us want to repeat them. We all love the catchy and the clever and quickly tire of the mundane."

Constant

Sanborn says, "Repetition is the mother of both retention and understanding. When followers hear the same messages repeatedly they realize there must be a reason, and the reason is importance." He continues, "...Often the first time a message is heard it is ignored or discounted. Why? They (people) are used to fleeting ideas and concepts and have learned to tune out those that aren't emphasized. Constant communication of the same messages can be a crazy maker for leaders but it is necessary nonetheless."

The Q

In an article by Jamie Walters, *Inc.* magazine, September 4, 2001, titled *Powerful Questions Can have a Powerful Effect*, the

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Art winners announced

The Minnesota Department of Transportation (Mn/DOT) announced the winners of the 2010 Minnesota Aviation Art contest for students ages six to seventeen.

Four winning entries in three age categories (6-9, 10-13, 14-17) were selected from more than 1,300 entries statewide and will be featured in the 2011 Minnesota Aviation Art Calendar. In addition, winners in each age category will receive gift certificates for a 30-minute introductory flight at their local airport and for art supplies.

An official award ceremony will be held in the State Capitol rotunda on Friday, March 5, 2010, from 9:30AM until 11AM.

The art contest is sponsored by Mn/DOT encourages students to learn about aviation through designing a piece of art based upon the year's selected theme. This year's theme was "My Dream to Fly."

The winning artwork will be on display from March 5 - March 19, at the State Transportation Building, 395 John Ireland Blvd., St. Paul, Minnesota.

The panel of judges included professional educators, education administrators and aviation industry people.

Mn/DOT promotes general and commercial aviation throughout the state, and provides services including aircraft registration, airport development, aviation system planning, aviation education, maintain and operate aviation navi-

gational systems and government aircraft services. Find out more at www.mndot.gov.

2010 Art Contest Winners

14 - 17 Art Contest Winners

- First Place
Zhuldyz Serikova Frazee, MN
- Second Place
Tracy Mehrkens Thief River Falls, MN
- Third Place
Nick Buchal Mahtomedi, MN

- Fourth Place
Yesul Jung St. Paul, MN

10 - 13 Art Contest Winners

- First Place
Jimmy Roznick Stillwater, MN
- Second Place
Anna Emerson St. Cloud, MN
- Third Place
Felix Oh Woodbury, MN

- Fourth Place
Taylor Mulcahy Lakeland, MN

6-9 Art Contest Winners

- First Place
Bryanna Pulkvabek Eagle Bend, MN
- Second Place
Joyce Her St. Paul, MN
- Third Place
Thomas Mayhew St. Cloud, MN
- Fourth Place
Gabriel Rivera St. Paul, MN
- Total Number of Entries: 1,309



6-9 Art Contest winner Bryanna Pulkvabek of Eagle Bend.



10-13 Art Contest winner Jimmy Roznick of Stillwater.



14-17 Art Contest winner Zhuldyz Serikova of Frazee

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author says "Communicating clearly -- Any unasked (and thus, unanswered) question, is a trap door waiting to open under

your feet. For example, imagine not asking a client what her desired outcome is. How will you reach a goal that you don't know about?

Internally, consider a team whose members advocate ideas, but don't take the time to understand others' ideas or bring discussions to closure. The length and frequency of their meetings can soar, while actual progress creeps along at a snail's pace. Take time to ask thoughtful questions of each person. This is also a tremendous way to demonstrate your respect for each person and his ideas, which boosts morale and can increase employees' con-

tributions to the business."

The 5th C: Conclusion

The conclusion to your presentation should sum up the complete presentation. It must also drive home the main point of your message. Your conclusion statements should always provide a sense of closure while re-enforcing the main point of the presentation. In other words it must verify to the listener that the topic(s) or question(s) "opened" at the introduction have now been "closed".

By following these simple guidelines you will help to bring a consistent message to the community and leaders at all levels. It takes a little time and a little heart. But the payoff can be great for your airport and your community.

*From the
Director's Desk*

Spring is coming!

Spring is coming! The days are longer and it is warming up. Soon we'll see the first flowers of spring and patches of bright green grass. All these things are signs of seasonal change but they should also be signs that it isn't just the departure of the



of the

snow and the blooming of the flowers we need to be thinking about.

Each spring the millions of birds that migrated to the warmer climates for the winter will begin to return. As early as mid March activities along the Mississippi fly way can begin. Birds will be winging their way back to the northern breeding grounds.

Pilots should know that many species of birds will never climb above 3,000 feet AGL and many of those can be found flying between 500 ft and 1,800 feet. So please review your procedures for avoiding the birds and if you get up close and personal with one in flight, know what to do to fly your aircraft safely after a strike.

Today is also a great day to make it a priority for refreshing your knowledge of your aircrafts POH and the AIM/FAR. As we begin this new season of flight I'd like

to remind you all to make safety the first thing you consider whether, or in your airplane or in your car.

Also, don't forget to check out the FAASTeam safety seminars. You can access the latest information about them at: <http://www.dot.state.mn.us/aero/avof-fice/> click on safety seminars on the lower right side of the landing page.

One last thought. We are in the middle of the Legislative session for Minnesota. You should know that we look forward to hearing from aviators throughout the state so that when we present to the Legislature, or anyone, we can speak for the people with accuracy and confidence.

Spring isn't that far away. I can feel it.

— Chris Roy
Director, Office of Aeronautics

Passport program progress prevails

Just a couple of years ago, the Fly Minnesota Airports program began. Like with anything new the program had its skeptics and doubters. There was an assumption by a few that pilots wouldn't participate for any number of reasons. The retraction of the economy was the most popular naysayer reason. But the results of the program to date have clearly demonstrated the value that it brings to aviation and communities throughout Minnesota, just as it was designed to do!

The Fly Minnesota Airports passport program has become extremely popular as well as tremendously successful. According to Janese Thatcher, manager of the program, "more than 6,000 passports have been distributed to pilots throughout the state and region. Every week additional pilots continue to ask for passports, and some have come to our office to claim their prizes. We are thrilled at the response, but not surprised at the programs' success."

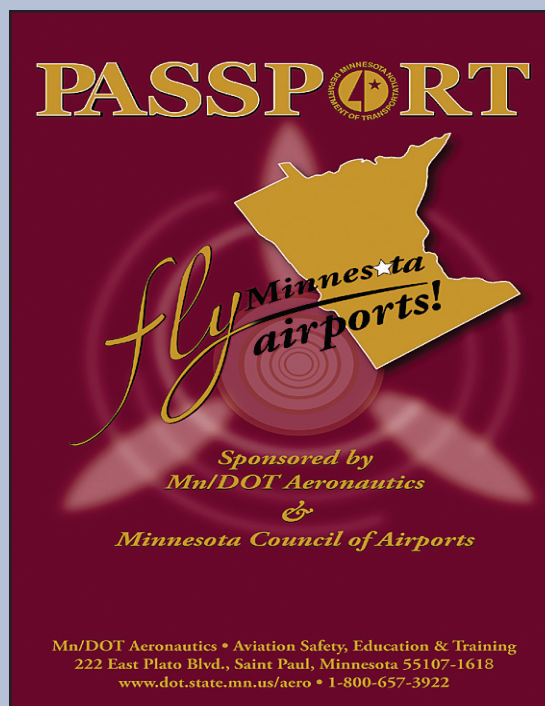
Thatcher continued, "Pilots want to fly and this program gives them not only a reason to fly, but also provides opportunities for them to receive valuable information to enhance their safe flying skills and practices. In addition, it provides incentives for pilots to visit other airports and cities, attend FAA safety seminars, visit aviation museums and more. Their visits and purchases directly benefit each community and airport they visit."

The airport is the community's front door and the Passport program brings new tourism to that front door. Pilots and their passengers fly in from all over the state and the region. The

buy meals, hotel rooms, souvenirs, and use local rental cars and buy gas! They go to see area tourist sites and not only share that information about the new "gem" they have found, but also return to visit and spend time in your community.

That alone brings through your community's front door more dollars that have a very direct and positive impact on the local economy.

If you are not yet participating in the Fly Minnesota Airports program, why not sign up today? This is a win-win opportunity for you, your airport, your community, and aviation in Minnesota. Check out the program at: www.dot.state.mn.us/aero/, and click on the passport on the lower left side of the page. Now you will see just how quick and easy it is to sign up and participate. Do it today and become an active part of a winning program.



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