



*March 2009-Edition*

## **WELCOME!**

This e-newsletter is designed to keep you up-to-date on the important dates you need to know as you prepare for EAA AirVenture 2009, as well as timely updates on what's happening at EAA and for The World's Greatest Aviation Celebration. The past few months have certainly been challenging ones for aviation. That's why EAA is dedicated to showcasing the entire aviation spectrum at AirVenture 2009 and help make it a successful event for you. Together we will move the aviation community forward and bring new faces to the wonderful world of flight. If there is information you'd like to see in this communication, or have something you think EAA's exhibitors and partners might like to know, please pass it along to [exhibits@eaa.org](mailto:exhibits@eaa.org).

## **CONFIRMATIONS ARE ON THEIR WAY!**

Your AirVenture 2009 booth/space confirmation and Exhibitor Service Manual, CD, will be mailed by Friday, March 20th. You can also find the Exhibitor Service Manual, CD online at the following link by, Friday, March 20<sup>th</sup>.  
<http://www.airventure.org/exhibitors/index.html>

## **EAA NAMES TOM POBEREZNY AS CHAIRMAN**

As Chairman and President, Poberezny Announces Leadership Succession Initiative to Prepare EAA for Next Growth Phase

EAA AVIATION CENTER, OSHKOSH, Wis. - (March 4, 2009) - EAA today announced the appointment of Tom Poberezny as chairman of the board. EAA's founder and previous chairman of the board, Paul Poberezny, 87, officially stepped down as chairman earlier this month. Tom will continue with his current duties as president while also assuming the chairman's role.

Additionally, Tom Poberezny announced a leadership succession initiative to prepare the organization for the next phase of growth. He will begin work with the Board to initiate and lead a search for a new president. Continued success and continuity of leadership are key objectives.

After joining the organization, EAA's new president will assume responsibility for day-to-day operations and will focus on enhancing membership value and growth. As chairman, Poberezny will provide ongoing counsel to the organization while focusing specifically on building EAA's endowment, which will lay the foundation to a secure future.

"It is my goal to responsibly secure the future of this organization and provide continuity of leadership," Poberezny said. "I'm very proud of EAA's accomplishments over the past half century. The organization is financially strong and ready to invest in its long-term future. I look forward to dedicating my experience and energies toward ensuring EAA's ongoing success."

EAA embodies the spirit of aviation through the world's most engaged community of aviation enthusiasts. EAA's 160,000 members and 1,000 local chapters enjoy the fun and camaraderie of sharing their passion for flying, building and restoring recreational aircraft. For more information on EAA and its programs, call 800-JOIN-EAA (800-564-6322) or go to [www.eaa.org](http://www.eaa.org).

## **LINDBERGH FOUNDATION TO PRESENT**

Lindbergh Foundation to Present 2009 Lindbergh Awards to Renowned Environmental Leader Lester Brown and Lifelong Conservationists Terry and Mary Kohler-For more information, visit [www.lindberghfoundation.org](http://www.lindberghfoundation.org).

## **EAA AIRVENTURE, AERO WORKING TOGETHER TO PROMOTE AVIATION**

Last year, EAA and AERO, one of the largest general aviation shows in Europe, signed an agreement that created a partnership between the organizations as they look to build and promote aviation on both continents. AERO has more than 500 exhibitors from 23 countries, and will again be held at Friedrichshafen, Germany, on April 2-5. EAA Chairman/President Tom Poberezny will give the keynote speech at AERO 2009, and EAA hopes its involvement will create new opportunities for aviation businesses in Europe and North America as this partnership builds. In addition, all EAA members will be admitted at no charge to the AERO exhibit halls as special guests of that event. More information is available at [www.AERO-expo.de](http://www.AERO-expo.de).

## **INDOOR EXHIBIT UPDATE**

Last fall, EAA instituted a Non-Branded Merchandise Policy regarding indoor exhibit vendors at AirVenture, with a goal of meeting increased demand for indoor exhibit space by aviation-related vendors. The policy was not intended to apply to existing vendors, but to assess new vendor applications.

Unfortunately, the policy was mistakenly interpreted in a way that eliminated indoor exhibit space for several vendors who have long supported the event. It was certainly not the intent of the policy, and we're sorry for that mistake. It caused a great deal of confusion among some vendors.

EAA officials are contacting those vendors individually, apologizing for any confusion, and also letting them know that they are welcome to retain their indoor exhibit spaces in 2009 and beyond. These exhibitors have long been committed to EAA AirVenture, and EAA is committed to them.

## **NEW AVIATORS MARKETPLACE—THE ULTIMATE SHOPPING GUIDE—ON EAA'S WEBSITE**

EAA has joined with Multiview, Inc. to bring EAA members and other aviation enthusiasts a new tool to aid them in their shopping experience. Called "Aviators Marketplace," the site offers a filtered search engine for finding whatever aviation service, product, or accessory you're looking for. Multiview is an internationally recognized supplier of online directories for associations.

EAA's Aviators Marketplace will offer:

- A Directory, listed by category, of all companies that produce/sell aviation related products, services, and accessories – a "Yellow Pages" of all things aviation
- Premier listings that feature small advertisements and other key information
- Flag option for all AirVenture Vendors, helping shoppers see at a glance that you will be exhibiting at AirVenture along with your booth number
- Featured specials or "deals of the week" to entice shoppers
- Members Only sections where other special products and features will be showcased

To preview the site, log onto [www.aviatorsmarketplace.com](http://www.aviatorsmarketplace.com)

Listing in the directory is FREE. However, you will receive a call from the Multiview team in the coming weeks to discuss the opportunity of upgrading your listing and/or to feature a special to increase your visibility to all shoppers.

This tool will help people both before and during EAA AirVenture Oshkosh find you! Kiosks throughout the AirVenture grounds, with live Aviators Marketplace directories, will help visitors search for and identify vendors of products they are seeking and will provide them with booth number and location! For the first time, Oshkosh visitors will have an effective tool to find *you*, making the most of their shopping time.

Please email Elissa Lines, [elines@eaa.org](mailto:elines@eaa.org) or Katrina Bradshaw, [kbradshaw@eaa.org](mailto:kbradshaw@eaa.org) if you have questions or would like to talk about the value of either the "specials" feature or the "Deal of the Week" opportunity.

It's our hope that this tool will make it easier and more effective for shoppers to find you! We look forward to your feedback.

## YOUNG EAGLES CELEBRITY GOLF CLASSIC

It's back! The Young Eagles Celebrity Golf Classic will be held on Friday, July 31<sup>st</sup> at Lawsonia Golf Course, a short 25 miles from EAA. Buses will take you away from the AirVenture site for a great day of golf on a landmark historic course, with some of aviation's most notable flyers and other golfing greats. The event benefits EAA's Young Eagles and youth programming.

For information, go to [www.airventure.org/golfclassic](http://www.airventure.org/golfclassic) and sign up your foursome! Golfers will return to AirVenture grounds in time to catch the afternoon air show and join Tom Poberezny for the President's BBQ. We look forward to your joining us!

## TELL YOUR CUSTOMERS WHERE TO FIND YOU THIS SUMMER!

For your convenience, we've developed glyphs or "bugs" for you to use in your print advertising and on your website to let your customers and prospects know where they can find you and to declare your presence at AirVenture. If your company or business will be exhibiting at EAA AirVenture 2009, let the world know you'll be at Oshkosh. EAA is providing this as a service to its exhibitors and business partners.

Two styles are available: one generic glyph, and another that you can customize with your booth or exhibit location information. The AirVenture glyphs are available as a vector file for print (advertisements, brochures, etc.) and as a bitmapped file for web or e-mail applications.

### EAA AirVenture Logo/Glyph Usage

The terms "EAA", "AirVenture", "EAA AirVenture Oshkosh" and all its variations are trademarks of the Experimental Aircraft Association, Inc. These names, marks, and related logos and designs are made available here for the express use of EAA AirVenture exhibitors in their marketing and promotional efforts in relation to the AirVenture event.

Any other uses of these logos must be approved by EAA in writing in advance of that usage. Uses that imply endorsement or sponsorship of any product, service or media outlet are strictly prohibited.

These logos must be used in their entirety. No alterations are allowed. On one design, an area is provided to accommodate the exhibit booth number or location.

Downloading and use of these copyrighted images implies acceptance of the above restrictions. Any other questions may be directed to Mike DiFrisco, EAA Marketing, at 920-426-6515.

<http://www.airventure.org/partners/glyphs.html>



## AROUND THE GROUNDS

You've been hearing quite a bit about the AirVenture site plan, and we will be posting even more information as we end 2008 and head into 2009. This site plan project will show some immediate changes in 2009, but there will be even more in store for the years after that. One insider look at what is going on is a blog from Steve Taylor, EAA's facilities manager. He's a great source for information since he is right on the front lines of the day-to-day projects and changes on the grounds. You can read his blog, which began in early November, by going to [www.airventure.org](http://www.airventure.org) and clicking on his photo at "Steve's AirVenture Site Blog."

## SPONSORSHIP OPPORTUNITIES

There are still a number of sponsorship opportunities for locations and activities during AirVenture 2009, but those openings usually diminish quickly after the start of the New Year. To find out more on how to raise your company's visibility during the event, contact the EAA Sponsorship Office at [sponsorship@eaa.org](mailto:sponsorship@eaa.org) or 800-236-1025. There are a variety of opportunities available that fit your company's needs and budget.

## BE PART OF AVIATION'S GREATEST GATHERING NIGHT!

EAA AirVenture is also a great opportunity to join with the aviation community to support the next generation of flight – your future customers. The annual Gathering of Eagles fundraiser in the EAA AirVenture Museum is a terrific event. The funds raised at the Gathering support historic preservation, youth education, and the inspirational endeavors that prepare youth of all backgrounds to become the aviators, engineers, innovators, and dreamers of tomorrow. Programs such as EAA's Young Eagles help ensure that our passion for flight and the can-do spirit tied to aviation are passed to our youth. Through the years, the Gathering of Eagles has become an event that brings together every segment of the aviation

community, from pilots and personalities to the world's top aviation companies and leaders. There are two ways you can be part of this tremendous event: Through the purchase of tickets and tables, and through the donation of valuable items used for the night's auctions. You can join the aviation visionaries by contacting EAA's Development Office at 800-236-1025 or at [development@eaa.org](mailto:development@eaa.org). Last year's event sold out well before the start of AirVenture, so don't delay in making your plans. Complete information will be posted on the web at <http://www.airventure.org/gathering>.

### **EAA'S 2009 SHARE THE SPIRIT SWEEPSTAKES**

#### **SHARE THE SPIRIT...THAT'S WHAT EAA IS ALL ABOUT**

EAA members sharing their time, resources, and talent to ensure aviation will flourish. By entering EAA's 2009 Share the Spirit Sweepstakes, you're guaranteed to play a vital role in nurturing the environment in which people share the fun and camaraderie of flight. You'll also have a chance to win the Grand Prize - a Flight Design MC with \$10,000 aviation fuel credit and 50,000 points in the Chevron FlyBuys™ rewards program. The 2nd Grand Prize is a RotorWay Talon helicopter kit that comes with a \$20,000 educational credit at RotorWay's new flight training facility. Plus, you'll be eligible to win any one of our other fantastic prizes, including a John Deere tractor, a Bose Wave music system, or a Canon digital camera. To enter the 2009 EAA Share the Spirit Sweepstakes, visit [www.winaplane.com](http://www.winaplane.com). Our prize donors help EAA make a huge difference on the future of aviation. If your organization is interested in donating to the 2010 prize package, please contact our Development office.

### **ADVERTISING OPTIONS FOR AIRVENTURE 2009**

We are excited to again be publishing the *Official AirVenture Program* that is sold during the show. This special keepsake will have even more information on the event in 2009, with bonus features, expanded listings and maps. There are several special position opportunities available for advertising in the Program. The closing date for advertising insertion orders is May 22, 2009. Also, don't forget *AirVenture Today*, the daily newspaper distributed free to attendees throughout the grounds. It's the daily "must read" to catch up on the happenings from the day before and what's in the news and on tap for activities in the day ahead. It's a great daily "driver" to your exhibit. Ad space closing for *AirVenture Today* is June 29, 2009. For more information and rates please call your sales rep or the EAA Advertising Office at 920-426-6127 or online at [http://www.eaa.org/advertising/eaa\\_media\\_rates.pdf](http://www.eaa.org/advertising/eaa_media_rates.pdf).

### **DON'T FORGET ABOUT HOUSING**

Even with all the activity at EAA AirVenture each year, you eventually will need a place to sleep. EAA Camp Scholler is available for EAA members and their parties during AirVenture. If you're not joining us in Camp Scholler, however, the earlier, the better, when securing accommodations. The best place to start is the Oshkosh Housing Hotline at 920-235-3007 or online at <http://www.oshkoshcvb.org/eaa.cfm>. The listings include hotels, dormitories, campgrounds and private housing. Private housing lists will be available beginning on January 2, 2009. Other possible resources are the Fox Cities (Appleton) Convention and Visitors Bureau at [www.foxcities.org](http://www.foxcities.org) or 800-236-6673, or the Fond du Lac Convention and Visitors Bureau at [www.fdl.com](http://www.fdl.com) or 800-937-9123.

### **HEY, WHAT'S COMING TO OSHKOSH?**

That's the question we get most often at this time of year. There are some great highlights already confirmed, and many more to come. Here are some of the early commitments:

- Virgin Galactic's WhiteKnightTwo, also known as "Virgin Mothership Eve," which is the space launch vehicle for the forthcoming SpaceShipTwo space tourism vehicle;
- The 1909 Wright 'B' Flyer replica, an aircraft that represents the first air racers 100 years ago;
- The centennial of flight in Canada, with special aircraft and guests throughout the week;
- The 80th anniversary of the Pietyopol aircraft, the 60th anniversary of the T-28 trainer, 50th year of the Cessna 150 and many more anniversaries;
- Aviation movies and movie premieres throughout the week on the grounds;
- For entertainment, the Doobie Brothers will kick things off with a post-air show concert on Monday, July 27, while comedian/ventriloquist Jeff Dunham returns to Oshkosh on Saturday, Aug. 1;

Plus a number of activities and programs that will be confirmed in the next few weeks – so stay tuned!

**136 Days to EAA AirVenture Oshkosh 2009!**

**JULY 27 - AUGUST 2, 2009**

