



WATA *Difference*

WISCONSIN AVIATION TRADES ASSOCIATION

More Pilots & Aircraft Mean Reduced Costs For Everyone!

by Jeff Baum, President

Wisconsin Aviation Trades Association

Whether we as pilots and aviation professionals get behind and support EAA Young Eagles, or AOPA's Project Pilot Program, or both programs which are geared to two separate audiences – Young Eagles for youth, and Project Pilot for adults – we all need to do our part to see that we promote aviation to ensure its future, and to help keep the cost of flying to an absolute minimum.



Jeff Baum

First, it is obvious that we need pilots for commercial aviation, air ambulance, agriculture, law enforcement, wildlife management, forest protection, pipeline patrol, and general business and personal travel.

Second, basic economics tells us that the more pilots there are, the more "unit" costs go down, whether

that's the hourly operating cost of an aircraft, or the use of the air transportation system, including the cost of airports and flight operation facilities, and air traffic control.

Regarding aircraft operating costs, we all know that the cost of aircraft and replacement parts is relatively high because the cost of the FAA process of certifying aircraft and their parts is high, and so few aircraft and parts are manufactured, compared with other industries, such as cars, boats, ATVs, motorcycles, and snowmobiles. It stands to reason then that if we increase the number of active pilots, more aircraft and parts will be manufactured and costs will go down, and there will be greater competition in the market place, thereby reducing costs even more.

Fuel, too, is becoming a greater concern for general aviation. While we are encouraged to see diesel-powered aircraft being manufactured, knowing that diesel fuel is more readily available and costs less than avgas, there is presently a huge general aviation fleet which is totally dependent on low-lead, essentially alcohol-free avgas. Again, numbers will play a significant role in not only the price of avgas, but also its

availability.

Insurance costs work the same way. The more aircraft being flown, the greater the risk base to defray losses. There will also be greater competition to drive costs down.

As for services at airports, when there is more demand for services, quality and quantity of services goes up, and costs go down.

For instance, there may be thousands of general aviation airports across the country, compared with a few hundred air carrier airports, but I would guess to say that less than 50 percent of all general aviation airports have car rental available, and those that do, have limited availability, and daily rental is higher than at air carrier airports. And what pilot doesn't like to eat? But in order for an airport to have a restaurant, the numbers must be there.

The debate over user fees to support the air traffic control system is directly related to the number of aircraft operating in the system, and their need for services to defray system costs. The final outcome of this debate will depend largely on our industry's lobbying efforts, and yes, numbers! How many of us will pick up the phone, or send a letter or email, urging our Washington representatives to keep the user fee system as a "tax" on fuel, and not a "fee-based" system? Obviously, the more pilots there are, the louder and clearer our voice will be heard in Washington.

So whether you get out and support EAA Young Eagles and AOPA Project Pilot out of the goodness of your heart, or for selfish reasons so you can help reduce the cost of flying, we encourage you to make a commitment to the programs, and a small investment in time which will reap great benefits for all. □

WATA

*Serving Wisconsin By Air
Since 1943*

Membership Open To
Fixed Base Operators & Vendors

- Representation Before Government
- Member Recognition/Publicity
- Substance Abuse Testing Consortium
- FBO / Airport Relations
- State Conference Participation
- www.wataonline.org

For Membership Application Call
920-303-0709

Wisconsin Aviation Trades Ass'n
N46W23355 Lindsay Rd.
Pewaukee, WI 53072

President – Jeff Baum
Immediate Past President – Bruce Botterman
Vice President – Craig Devenport
Secretary – Jay Griggs
Treasurer – Peter Laper

Send News Items To:
"WATA Difference"

P.O. Box 199
Oregon, WI 53575-0199
PH: (608) 835-7063
FAX: (608) 835-3323

Email: dave@midwestflyer.com
Website: www.wataonline.org

Janesville CFI Renews Master CFI For 4th Time

JANESVILLE, WIS. – The National Association of Flight Instructors (NAFI) has announced that Christopher “Chris” Timothy Anderson, of Janesville, Wis., has renewed his Master CFI accreditation for the fourth time. Anderson flies with Midwest Express and is the president of Progressive Air at Janesville’s Southern Wisconsin Regional Airport (JVL). He also serves as a FAA Team rep and pilot examiner for the FAA’s Milwaukee FSDO.

To help put this achievement in its proper perspective, there are approximately 90,000 CFIs in the United States. Fewer than 500 of them have earned Master accreditation thus far. As a measure of the prestige conferred by this title, the last 11 FAA National Flight Instructors of the Year were Master CFIs. In addition, the FAA has approved the accreditation as an alternate means for CFIs to renew their flight instructor certificates. □

Knots 2U Adds Bonanzas To HID Light STC

BURLINGTON, WIS. – Knots 2U, Ltd., has received approval to add their High Intensity Discharge Light kit to all Bonanza models with a cowl mounted landing light. The HID system replaces the existing landing light with the latest technology lighting in aviation. An HID offers five times more light than a standard landing light, while drawing only a fraction of the amperage. Features include:

- 1 1/2 hour installation time.
- Guaranteed as long as you own your aircraft.
- Superior latest generation electronics.
- Over 540,000 candle power.

The HID system is so durable, it can be left on for recognition purposes during the entire flight! Its incredible intensity can be seen for miles, even during the day. The introductory price of the HID light system is \$695.00. For more information contact Knots 2U at 262-763-5100 or www.knots2u.com. □

Wisconsin Aviation Appointed Piper Service Center



(L/R): Grant Goetsch, Vice President/Manager, Wisconsin Aviation, Inc., Madison; Jack Peters, Aircraft Sales, and John Lowe, President, Des Moines Flying Service (DMFS); Jeff Baum, President/CEO, Wisconsin Aviation, Inc.; and Keith Mullens, Dealer Service Administrator, DMFS.

MADISON, WIS. – Des Moines Flying Service, Des Moines, Iowa, the Great Lakes Regional Sales and Service Center for Piper Aircraft for the past 70 years, has announced its appointment of Wisconsin Aviation, Inc., as an authorized Piper Service Center at its Madison and Watertown locations. The appointment was made December 7, 2006.

“This appointment will enhance the ownership of Piper aircraft in this area,” John Lowe, president of DMFS stated. “Jeff Baum and his organization have an excellent reputation and are well known for serving the general aviation

needs of its customers throughout Wisconsin. We are looking forward to working with them in the future.”

Wisconsin Aviation is the largest, full-service fixed base operation in Wisconsin. The company presently services Cessna, Cirrus, Columbia, and Socota aircraft. The addition of Piper Aircraft will enable Wisconsin Aviation to provide quality service to a larger segment of the aviation community.

For additional information or service appointment, contact Pete Schroeder, Director of Maintenance, Wisconsin Aviation at 1-800-657-0761. □

<p>WATA Difference Is Sponsored By These Members & Affiliates:</p>		<p>HELPING TO MOVE WISCONSIN BY AIR!</p>	
<p>GOLD Cessna Aircraft Company Milwaukee, Wis.</p>	<p>Bolduc Aviation Specialized Services Minneapolis, Minn.</p>	<p>National Air Transportation Ass'n. Alexandria, Va.</p>	
<p>Rapco Fleet Support, Inc. Hartland, Wis.</p>	<p>Brackett Aircraft Co. Kingman, Ariz.</p>	<p>NewView Technologies Oshkosh, Wis.</p>	
<p>Midwest Flyer Magazine Oregon, Wis.</p>	<p>Dawley Aviation Corp. Burlington, Wis.</p>	<p>Racine Commercial Airport Racine, Wis.</p>	
<p>SILVER Basler Turbo Conversions, LLC Oshkosh, Wis.</p>	<p>Fond du Lac Skyport Fond du Lac, Wis.</p>	<p>Trimcraft Aviation Genoa City, Wis.</p>	
<p>BRONZE Aero Insurance Inc. Menomonee Falls, Wis.</p>	<p>Gran-Aire, Inc. Milwaukee, Wis.</p>	<p>Lake Country Aviation, LLC Waukesha, Wis.</p>	
<p>Beaver Aviation, Inc. Juneau, Wis.</p>	<p>Johnson Aviation Insurance Madison, Wis.</p>	<p>West Bend Air, Inc. West Bend, Wis.</p>	
	<p>NationAir Insurance Agencies Eden Prairie, Minn.</p>	<p>Wisconsin Aviation, Inc. Juneau • Madison • Watertown, Wis.</p>	