



A SPECIAL INVITATION TO *FLYING CLUBS*

Aug. 4, 2018 | AOPA You Can Fly Academy (KFDK)
411 Aviation Way | Frederick, MD 21701 | 1-800-872-2672

Join the AOPA Flying Clubs team at AOPA headquarters for a FREE one-day Flying Clubs Workshop.

Is your club running at peak efficiency when it comes to safety, maintenance, communications, and management? Maybe this is the perfect time to assess how your club is doing, what you're doing well, and perhaps what you could be doing better.

WHO SHOULD ATTEND?

Flying Club board members such as a president, vice president, secretary, or treasurer, and officers such as safety, maintenance, social, and membership. To gain the most benefit, *we recommend that a maximum of three representatives attend the workshop to cover each of the three parallel tracks.*

To reserve a place for your club, please RSVP by Friday, July 27:

aopa.org/augfcworkshop

REGISTRATION IS LIMITED. REGISTER TODAY!

Agenda

8:30am - 9:30am
Academy Kitchen

Registration/Breakfast

9:30am - 10am
Auditorium

Welcome

Track Options:

Track 1: Safety & Maintenance

Safety should be integrated into every aspect of your flying club. A culture of safety can be achieved through carefully considered and well-planned practices. Enhance your safety and maintenance program with great tips and advice on creating safety and maintenance plans that provide for safer and more enjoyable operations. **Who should attend: Flying club safety and/or maintenance officer/manager.**

10am - 11:30am
Auditorium

Integrating Safety into Your Club

Presented by: Paul Deres, Director of Education, AOPA Air Safety Institute | Herbert Rosenthal, Safety Officer, TSS Flying Club

Promoting safety as a culture

Benefits of having a clearly defined safety policy

Effectively promote safety and safety education

Plan a successful safety/risk management program

12:30pm - 2pm
NACC (Hangar)

Maintenance and Operations

Presented by: David Yacono, Maintenance Officer, TSS Flying Club | Steve Bateman, Director, AOPA Flying Clubs Initiative

Creating a maintenance program

Review of 14 CFR 43 Preventive Maintenance

100-hour question

How to effectively communicate maintenance issues

Track 2: Communications

Effective internal and external communications are essential to the success of any club: promoting social interaction, club involvement, and recruitment of new members as well as building and maintaining a public image for the club in both the airport and local communities. You'll learn how to leverage multiple communications channels to engage your members, foster relationships, promote your club, and recruit new members. **Who should attend: Flying club social and/or membership officer.**

10am - 11:30am
Classroom 1

Reaching Out: Your Club & Your Community

Presented by: Steve Bateman, Director, AOPA Flying Clubs Initiative

Is your website effectively portraying your club?

Leveraging social media to promote your club and communicate to your members

New member recruitment ideas

Tips on hosting community events

12:30pm - 2pm
Classroom 1

The Social Side: Engaging Your Club

Presented by: Michael Hangartner, Manager, AOPA Flying Clubs Initiative

Ideas for building camaraderie and increasing involvement

Planning social events

Tips for onboarding new members

How to leverage social media to foster club member relationships

Track 3: Management

Day-to-day operations, strategic planning and forward thinking are key to effective and efficient club management. After a morning of strategic planning the track continues into a session regarding the daily operation of the club. Leave with relevant and useful takeaways on essential club operations and management. **Who should attend: Senior club leadership including the president, vice-president or treasurer.**

10am - 11:30am
Classroom 2

Navigating the Future: Planning Strategically

Presented by: Michael Hangartner, Manager, AOPA Flying Clubs Initiative

Benefits of annual or semi-annual strategic planning sessions

When should you raise membership dues?

Building your budget by mapping future ideas and setbacks

Periodic fleet evaluation

12:30pm - 2pm
Classroom 2

The Day-to-Day: Managing Your Club

Les Smith, Sr. Director, Pilot Community Development, AOPA

Creating, following and changing operating rules and bylaws

Conflict management

Are your finance management and scheduling systems working for you?

Communicating policy changes to your members

11:30 - 12:30pm

Lunch/Tour

Lunch and a tour of the You Can Fly Academy.

2pm - 3pm
Classrooms 1 & 2

Club Breakout Discussions

Attendees will discuss the highlights of what they've learned with their fellow club members and will discuss ways they can incorporate changes in their clubs.

3pm - 4pm
Auditorium

Group Discussion

Clubs will summarize their proposed changes to the whole group for sharing of ideas, discussion, and feedback.

4pm

Close