



Report for Bob Hepp at HEF

Region: Awards Consideration (includes report card)

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.

A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.

Average scores were based on all usable responses received and have been rounded where necessary.

Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.

Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 18 evaluations.

2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

3. Individual Overall Scores & Responses

Total Score	Student Review
90.00	Bob Hepp exemplifies what a chief flight instructor should be. He is friendly, knowledgeable, and invested in the success of his students. The syllabi he has created for use while training makes it very clear what to expect from lessons, and he always does his best to make sure students are well trained and prepared without costing them extra time or money. Every time I fly with Bob he teaches me something new. He is extremely committed to safety in flight training and he has the requisite knowledge and experience to back it up. He is an excellent instructor and mentor and I wholeheartedly recommend that he should receive this award.
87.00	Bob is a VERY knowledgeable instructor. He understands not only the how of aviation but the why. He has given me a lot of insight that I would have never thought because of his attention and love for aviation. On top of being an amazing pilot and his unmatched understanding. He is also well versed in FOI's. Being in the CFI course I can get a grasp of the techniques he uses to make you feel comfortable while also pushing you to be better. He always makes me feel safe and efficient on our lessons. To summarize, a quality person who enjoys aviation and strives to push the community forward.

88.00	<p>Bob Hepp deserves the award for a lifetime dedicated to aviation and flight training. With decades of experience and an exceptional depth of knowledge, he has consistently demonstrated professionalism, patience, and an unwavering commitment to safety. Bobs teaching goes far beyond maneuvers and procedures, he focuses on developing sound judgment, confidence, and a true understanding of what it means to be a safe and responsible pilot. Through his mentorship, he has inspired countless aviators and set the standard for excellence in flight instruction</p>
85.00	<p>As a pilot, an airman in the Civil Air Patrol, and the president of the Virginia Aviation Business Association, I have a lot of opportunity to interact with Bob Hepp and his team at Aviation Adventures. His operation stands as a benchmark for all Virginia Flight Schools to follow in excellence. With Civil Air Patrol I have encountered numerous students of Aviation Adventures, many of which are CAP Cadets working on their Private Pilot Certificate. All come out well trained and ready to build hours. As the President of the VABA I have worked with Bob during Covid 19 to keep Virginia Flight Schools open for training during statewide shutdowns. Through the years, Bob has been instrumental in our working with the VABA and our efforts with Virginia's academic institutions to provide pilot and related aviation training enabling us to introduce not only pilot training but bringing aviation career opportunities closer to young people that would not have otherwise been introduced to aviation as a career. I am happy to recommend Bob Hepp for the 2026 AOPA Flight Training Experience Award.</p>
74.00	<p>I have been in the flight school business for 36 years. From student to PPL, to CPL to Flight Instructor, to Assistant Chief Flight Instructor, to FA 141 Chief Pilot and finally, in 1994, FAR 141 Flight Training Facility founder, owner and operator. I have met a lot of my peers, many became friends, but very few I looked to for expert advice. Bob Hepp is one of them. His advices over the years have change the way we operate our business and we teach our student. He represent the very best of Flight Instructors in our country.</p>
90.00	<p>I've known Bob for years, and he's one of the most dedicated instructors I've come across in my flying. I'm an air traffic controller and I do a lot of community outreach in the local pilot community; I've worked with Bob on a number of safety and outreach projects over the years, and he's always been very willing to share his knowledge to help others. Most recently, I've started training with him as I study for my multi engine instrument commercial add on ratings. Bob jumped right in to help when I had some scheduling hiccups, and made time in his schedule to make sure I could continue working toward my goals. He's been great fun to work with, and is always willing to indulge my many questions along the way. I'm looking forward to continuing my flight training with him, and I'm confident that he will teach me everything I need to succeed!</p>
90.00	<p>I flew with Bob Hepp of Aviation Adventures this past September. I was visiting family in Manassas and decided to see if I could get on any local flight school schedule for tailwheel training. I did not have a preference but read reviews, called a few schools and settled on Aviation Adventures. Bob is the Chief Pilot and owner and also the only tailwheel instructor at the school. I was able to schedule multiple flights with him. Even though the first flight canceled due to weather, I still went to the school to meet him and discuss our upcoming training. He gave me a tour of the facilities, introduced me to staff and showed me the Aeronca Champ we would be flying. We went over preflight, all the things I would need to know about this aircraft and tail wheel flying in general. I was able to complete a few flights over the two days, receiving my tailwheel endorsement in the process. I really enjoyed flying with Bob; he was professional, knowledgeable and fun. I've been flying for almost 40 years, and I have experienced all types of instructors and instruction- not all of which was professional or fun. Bob is one of the best instructors I have flown with, and I would recommend both him and his school to anyone looking for professional (or just fun) flight training. In fact, I would even enjoy working for him if I lived in the area. I'm sure you have received many worthy nominations for AOPA Outstanding Instructor of the Year. Bob Hepp truly is worthy of this honor as he embodies the qualities that one would expect of someone receiving such a prestigious award. Thank you for your consideration.</p>

90.00	<p>I believe that Bob should be nominated as Instructor of the Year because of the positive flight experiences I have had with him! In fact, I chose him as my MEI during my recent Multi Engine Rating because I knew it would be a great experience. Although I am a rookie aviator, I am certainly not new to life. I have years of experience all over the world with instructors in the U.S. Army, foreign military instructors, language instructors, weapons instructors, outdoor leader course instructors, etc.. Bob is by far the number one instructor I have had just based on competency alone. However, it is not just his competency that sets him apart, but his compassion for his students. Bob really cares about having safe, competent pilots that he trains, which he takes seriously. He has a unique way of using this compassion and wisdom and turning it into a really fun flight experience that makes you want to continue to come back time-and-time again. For example, throughout my Multi Engine training, I never once cancelled a flight lesson or changed my instructor. Why? Bob gave me such a positive experience learning how to operate the PA 30 C that I looked forward to flying everyday. Furthermore, Bob introduced me to other instructors and helped prepare me for my Check Ride while also making me feel like I truly belong as his student and at Aviation Adventures. That should speak volumes. And that really helped me feel a sense of belonging, not only at Aviation Adventures, but in the broader aviation community. During my multi engine training I had a few struggle points, naturally. This was my first time flying a complex airplane and a multi engine, but Bob gave me the training and confidence I needed in order to become the best pilot I possibly could be. At the end of my training, I was so happy that the first thing I did was call my family and share the news. I then sent them the pictures of me with Bob and ringing the bell (part of the tradition Bob has established at Aviation Adventures when you earn a new rating). Because of experiences like this, I train and study that much harder. Bob makes me want to be a better pilot and he is a pilot that I try to emulate. As a direct result of my experience with Bob, I have not only decided to continue my training at Aviation Adventures, but I would love to fly with him again. I will certainly use Bob for future training to include, but not limited to: tail wheel; high performance; and additional CFI training. No matter where my aviation journey takes me, I will cherish the time I had with Bob. Thanks, Greg</p>
85.00	Great administrator, great speaker, seen it all, done it all.
90.00	<p>Dear Chris Moser, Stephen Schroeder, and the AOPA Award Selection Committee, I am honored to nominate Bob Hepp, founder and CEO of Aviation Adventures at Manassas (KHEF), for AOPA's Outstanding Instructor of the Year Award. As a combat-tested F-16 pilot, former USAF Thunderbird demonstration pilot (#5), F-35 squadron commander, FAA CFII, ATP, and longtime AOPA member, I have trained with many exceptional instructors across the country. Bob Hepp stands apart—not only for his personal instructional excellence, but for the culture of safety, mentorship, and professionalism he has built over decades. Bob founded Aviation Adventures in 1989 and has grown it into one of the most respected Part 141 flight schools in the nation. His leadership has produced a thriving community of instructors and students who embody his philosophy: measurable outcomes, safer pilots, and sound decision-making under pressure. His influence is evident in every cockpit, classroom, and debrief at Aviation Adventures. Bob's instructional methods are scenario-based, realistic, and designed to produce durable competence. He pioneered Aviation Adventures' annual CFI University safety stand-down, ensuring instructors continuously sharpen their skills and reinforce a culture of safety. He has also been recognized nationally, including as the 2016 FAA National Flight Instructor of the Year, multiple-time AOPA Distinguished Flight Instructor, and recipient of AOPA's President's Choice Award. These honors reflect his sustained excellence and impact on general aviation. What sets Bob apart is his ability to multiply excellence through others. He mentors instructors across Aviation Adventures' multiple locations, fostering teamwork, open debriefing, and shared best practices. His leadership has elevated the standard of instruction throughout Northern Virginia's general aviation community, creating a ripple effect that extends far beyond his own students. My personal experience at Aviation Adventures reflects Bob's influence. When I transitioned from military to general aviation, Aviation Adventures was my top choice. The instructors he trained quickly identified my ingrained habits, replaced them with safer techniques, and drilled realistic scenarios until the corrected behaviors became reflexive. That training directly improved my decision-making and emergency handling. More importantly, I left each lesson not only more proficient, but more inspired to uphold the standard of care that Bob instills in every student and instructor under his leadership. Bob's impact extends beyond his school. He has been a visible advocate for safety initiatives, equipping his fleet early with ADS-B technology, and serving as a mentor and judge for national aviation awards programs. His contributions strengthen not only his students, but the aviation community at large. In every respect, Bob Hepp exemplifies the very spirit of this award. His instructional excellence produces safer, more capable aviators; his unwavering commitment to safety has shaped a culture that endures well beyond his own students; and his mentorship has multiplied his impact through generations of instructors and pilots. Through vision, integrity, and leadership, he has elevated not only Aviation Adventures, but the broader general aviation community nationwide. To recognize Bob Hepp as AOPA's Outstanding Instructor of the Year is not only fitting—it is the clearest way to honor a career dedicated to advancing the highest standards of flight training and aviation safety. Respectfully, Jason "Jaws" Curtis</p>

90.00	I trained with Bob, and he was an outstanding instructor, extremely knowledgeable, patient, and always professional. He has a great way of explaining complex topics clearly and makes every lesson engaging and enjoyable. Flying with Bob was not only fun but also highly productive; he always struck the perfect balance between challenge and encouragement. He truly helped me become a safer, more confident pilot.
90.00	I am proud to recommend Bob for this AOPA award. I had the privilege of working with him during my CFI training, and his depth of experience, patience, and commitment to his students' success truly stand out. From the start, he took the time to get to know me—not just as a student, but as a pilot with specific short- and long-term goals. He met me where I was in my experience level and tailored each lesson to fit my learning style and needs. Bob's instruction goes far beyond simply meeting standards. He has an exceptional ability to recognize when I reached a learning plateau and found the right technique or explanation to break through it. His methods are creative, clear, and always grounded in solid aeronautical knowledge and real-world experience. What impressed me most was how genuinely invested Bob was in my progress. He consistently went the extra mile to ensure I understood not only the "how," but also the "why" behind every maneuver and regulation. His professionalism, knowledge, and dedication make him an outstanding instructor who truly deserves this recognition.
90.00	Bob's depth of aviation knowledge and mastery of teaching acumen is matched by few instructors I have had over more than 60 years of flying and flight training. He patiently worked with me to renew my tailwheel skills with a superb sense of when to and when not to intervene in my control of the airplane.
90.00	Bob Hepp is truly an amazing instructor! Just earlier this summer, I flew with Bob to get my tailwheel endorsement. Not only did we go over all the required material and training for the endorsement, but he went out of his way to allow me to get some additional training on different landing surfaces at different airports. On top of all of this, he is very kind and has helped me understand difficult topics that I was previously struggling with. I absolutely recommend Bob for this award!
76.00	Bob Hepp has dedicated his time and energy into lifting the industry as a whole. He routinely goes above and beyond outside of his region to help others in flight training with the knowledge and wisdom that he has acquired. He has been a great guiding light for good, and has unfaltering devotion to the cause. His professionalism shines through in all he does, and his career deserves the recognition this would award.
90.00	Bob Hepp is a champion of young people interested in aviation. He works with our middle school camp, Aviation Explorers Camp, to expand aviation interest and experience to under-resourced students in the metro-DC area. Our students enter our Aviation Explorers Camp with no experience in aviation and after two weeks with us, and two discovery flights at Aviation Adventures, our campers are excited to join the aviation field as both hobbyists and professionals. We use a formal evaluator to assess interest and confidence and find that the flight experience with have with Bob and the whole team strengthens both our campers interest in aviation and confidence with STEM. Bob is integral to our success and also to the success of building a strong and capable aerospace industry. Our campers are ready to become the next generation of pilots after working with him!
88.00	Bob is the one who gave me my CFI check ride and despite me being nervous about the check ride, it was truly a remarkable experience. He is overall an extremely thorough instructor and is not just a prime example of what every instructor should be like but every person in general. Once I passed my Checkride on 10/31/24 he accompanied me to get a tour of a corporate jet that was parked right next to our parking area that the 135 pilots were nice enough to give us a tour of. He was very patient and kind throughout the process. Bob makes everyone feel welcome as well as being a very openminded person.
90.00	Bob Hepp is a professional and dedicated instructor who I enjoy flying with tremendously. Bob is knowledgeable, approachable, and humble in his instruction. Despite his many duties for this company, he always makes time for his students to ensure they get the most out of their flight training experience. Bob creates a wonderful learning environment for his students with a calm, welcoming, and positive demeanor. He is an excellent teacher as he presents concepts in methods that are relatable and understandable for his students given their experience level and phase of training. He offers feedback in a manner that makes students feel inspired to grow and improve, rather than discouraged. Bob does an excellent job of praising and reinforcing positive behaviors balanced with a focus on areas for improvement that offer valuable and retainable lessons learned and instructional fixes. Bob was my primary instructor for my Airline Transport Pilot certification training. He was a joy to fly with and I came away from each flight feeling like I learned a lot. He prepared me extremely well for my checkride in much less time than I anticipated thanks to his efficient and thorough instruction that accelerated my development. Bob is an aviator and instructor we all look up to and hope to emulate, and he is incredibly deserving of this award.

4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 88

4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 87

Your national percentile ranking: 39%

Regional Average: 87

Your regional percentile ranking: 39%

4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 88

Your national percentile ranking: 41%

Regional Average: 88

Your regional percentile ranking: 41%

5. SubScore Summary for at

Region: Awards Consideration (includes report card)

The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	95	86
Customer Focus	94	86
Community	90	82
Information Sharing	89	83
NetPromoter Score	100	96
Overall Total	84	76

6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 95

6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 65%

Regional Average: 86

Your regional percentile ranking: 65%

6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 86

Your national percentile ranking: 77%

Regional Average: 86

Your regional percentile ranking: 77%

6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Somewhat Agree	1	5.56%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%
Strongly Agree	18	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	18	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Somewhat Agree	1	5.56%

7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 94

7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 65%

Regional Average: 86

Your regional percentile ranking: 65%

7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 85

Your national percentile ranking: 78%

Regional Average: 85

Your regional percentile ranking: 78%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	18	100%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Somewhat Agree	1	5.56%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	1	5.56%
Strongly Disagree	17	94.44%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	18	100%

8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 90

8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 82
Your national percentile ranking: 69%
Regional Average: 82
Your regional percentile ranking: 69%

8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 82
Your national percentile ranking: 80%
Regional Average: 82
Your regional percentile ranking: 80%

8.3 Responses per Question

After training with my CFI,I feel like amember of the general aviation community.

Response Choice	Frequency	%
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Strongly Agree	17	94.44%
Neither agree nor disagree	1	5.56%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	1	5.56%
Neither agree nor disagree	4	22.22%
Strongly Disagree	13	72.22%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Neither agree nor disagree	1	5.56%

My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Neither agree nor disagree	1	5.56%

9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 89

9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 83

Your national percentile ranking: 65%

Regional Average: 83

Your regional percentile ranking: 65%

9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 83

Your national percentile ranking: 78%

Regional Average: 83

Your regional percentile ranking: 78%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Somewhat Agree	1	5.56%

My flight training with my CFI has required more time and/or money than I expected.

Response Choice	Frequency	%
Strongly Agree	1	5.56%
Somewhat Agree	1	5.56%
Neither agree nor disagree	1	5.56%
Somewhat Disagree	1	5.56%
Strongly Disagree	14	77.78%

Sometimes I did not know what my flight lessons would cover.

Response Choice	Frequency	%
Strongly Agree	1	5.56%
Neither agree nor disagree	2	11.11%
Somewhat Disagree	1	5.56%
Strongly Disagree	14	77.78%

My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

Response Choice	Frequency	%
Strongly Agree	17	94.44%
Neither agree nor disagree	1	5.56%

10.Net Promoter Score

10.1 Questionnaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

Response Choice	Frequency	%
10	18	100%

10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.

Response Choice	Frequency	%
Promoter	18	100%

10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers you are 'promoters.' Thus, the overall Net Promoter Score can range from - 100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: <https://www.medallia.com/net-promoter-score>

Your Score: 100

10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 96

Your national percentile ranking: 60%

Regional Average: 96

Your regional percentile ranking: 60%

10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 98

Your national percentile ranking: 63%

Regional Average: 98

Your regional percentile ranking: 63%