

## NorCal Business Aviation Newsletter: April 2013

Greetings,

I hope everyone enjoyed our March meeting. **Aero & Marine Tax Professionals** was our sponsor and Tom Alston, CEO of Aero and Marine Tax Professionals talked to us about California sales tax. I want to thank Mr. Alston and his associates at Aero & Marine Tax Professionals for being a terrific sponsor and talking to us about this important subject. For more information on Aero & Marine Tax Professionals, a Sacramento-area company, please refer to their website for more details.

<http://www.aeromarinetaxpros.com/>

### May 2013 Safety Day

**Our 2013 Safety Day is scheduled for May 2nd at 08:00 a.m. and will be held at The Sainte Claire Hotel in downtown San Jose.** Please be sure to mark your calendars and join us for this informative Safety Day and not miss this rare opportunity to hear one our industry's leading speakers, Dr. Tony Kern. **We will also award our 2013 NCBAA Scholarship** in the afternoon as well as host a **Silent Auction** (see below for more details). Once again, we've teamed up with our friends at Global Aerospace as our primary sponsor for this terrific event. CAE SimuFlite has also chipped in as a sponsor to help provide this day to us. I want to express my profound thanks to both Global Aerospace and CAE SimuFlite for helping us with our Safety Day.

Here are the topics Dr. Kern will discuss with us:

#### **Safety Day- "Professionalism in Aviation"**

The Safety Day is designed to guide each participant through a process of self-discovery related to career-spanning improvement within the dynamic challenges of flight operations and will be broken up into four distinct segments as follows:

**The Readiness Equation.** This introductory module sets the stage for the remainder of the day. Dr. Kern explains the relationship between our personal capabilities and the dynamic demands of the mission environment.

**The Baseline of Readiness: The Mind-Body Link.** In this module, Dr. Kern begins with the assertion that physiological readiness underpins all aspects of our performance. Specifics cover the "perceive - act cycle" and the impact of fatigue, nutrition, hydration and stress on our performance.

**Lifelong Readiness: Continuous Improvement and Deliberate Practice.** Using his "performance evolution ladder" to discuss the need for professional aviators to seek higher standards than those minimums required by the regulator, Dr. Kern teaches the skill set for setting and achieving self-defined standards of excellence, as well as the critical importance of personal debriefing for lifelong improvement.

**Level III Professionalism:** Using the Level III Professionalism Toolkit, each participant will assess their current state of professionalism against the new, clearly defined standards of advanced professionalism contained in Dr. Kern's latest book "Going Pro: The Deliberate Practice of Professionalism". Using the continuous improvement tool in the toolkit, each participant will craft a personal professionalism plan and be encouraged to mentor peers and protégés towards these high standards. Each participant will receive a complimentary toolkit.

You can hear a teaser from Tony Kern's message to the 2012 Bombardier Safety Standdown here:  
[http://www.youtube.com/embed/TLtxl2j\\_XVvk?rel=0](http://www.youtube.com/embed/TLtxl2j_XVvk?rel=0)

### **Safety Day Registration**

Registration cost is \$85 for NCBAAs members, \$120 for non-members and \$40 for students with a valid student ID. If you haven't joined our organization yet, now would be a great time. NCBAAs Membership and registration for the Safety Day are both available on our website at:  
<http://norcalbaa.org/>

### **Safety Day Hotel**

The Sainte Claire is one of California's genuine grand hotels with an old world charm. If you would like to stay at the Hotel Sainte Claire for the conference, we have a negotiated rate of \$149 per night for the night before and after the conference. Hurry and book while rooms are still available. Call the hotel directly at 408-295-2000 and ask for the NCBAAs Safety Day rate.

### **Parking for the Safety Day**

Valet Parking is available at the hotel for \$15. There are also hourly parking garages and parking lots available a short distance away for about \$1.50 an hour.

## **June 2013**

Our next meeting after the Safety Day is scheduled for June 11<sup>th</sup> at 11:30 a.m. and will be held at Michael's Restaurant at Shoreline in Mountain View and sponsored by our friends at ARINC Direct.

## **NCBAAs Advocacy**

### NCBAAs Mentoring Committee:

We will continue our tradition of a **Silent Auction** at our Safety Day, which benefits the NCBAAs scholarship fund. There are some great opportunities available for bidding. We have a vacation condominium in Palm Springs, safety courses, workshops, a Bose headset, a scaled airplane model and even the opportunity to bid on discounted jet fuel.

We are always looking for new donations such as: a flight around the Bay Area; tax advice from an aviation attorney or a nice case of local wine. Some other ideas would be: an Electronic Flight Bag, a computer or maybe a coupon for a catered event.

These will all be for a great cause to build up the scholarship funds available to deserving students and military personnel who wish to pursue careers in business aviation. In return, the Business Aviation profession will benefit from fresh ideas and innovative approaches to solve age-old issues. Please contact Victoria Collom ([vcollom@twcaviation.com](mailto:vcollom@twcaviation.com)) if you wish to donate. The NCBAAs scholarship fund is a federal tax exempted, 501(c)(3) organization.

### Potential NCBAAs Sponsors:

We are booking now for 2014, sponsors please take the opportunity to get on the schedule by contacting NCBAAs President, John Swaney at [president@norcalbaa.org](mailto:president@norcalbaa.org). I want to encourage all interested companies to contact us as soon as possible because our 2013 schedule filled up quickly.

## California Aviation Awareness Day April 24<sup>th</sup> at the California State Capitol:

The NCBAA is proud to sponsor and support the California Aviation Awareness Day and will be on hand and available for discussions with state legislators and the public. We will have a table set up and pamphlets to pass out laying out the virtues and benefits of business aviation and how it impacts the economy. Please come out to show your support for Business Aviation and the NCBAA!

The **California Aviation Awareness Day at the Capitol** is presented to inform legislators, staff, and the public about the importance of aviation to the welfare of the California economy and to raise the level of awareness of the benefits of aviation to all Californians.

From **11:00 a.m. to 1:00 p.m.**, the north steps of the Capitol will feature interactive displays and informational presentations provided by businesses and organizations, which utilize aviation to serve their customers and benefit the citizens of California. There is no charge to attend this part of the event and everyone is encouraged to come learn about the state's aviation industry and enjoy the activities that will be offered. Here is a link for the event: <http://caaviationday.com/>. Please email our NCBAA Advocacy Committee Chair, Bob Hala ([bobhala@gmail.com](mailto:bobhala@gmail.com)) if you're interested in attending.

## NCBAA Memberships:

The NCBAA offers everyone in the business aviation profession two free visits to our luncheons and events and we appreciate our growing audience. However, we have noticed a few of people visiting our events on a regular basis even though we do not show them to have paid for a membership.

If you have already attended our events more than twice, we kindly ask you to become a paid member of our organization so that you can continue to enjoy the benefits of membership and contribute to the financial obligations of our non-profit organization.

The memberships are free for students, retirees, and people employed in governmental and educational organizations. For all others, we ask you to support our organization by becoming a paid member and this is only \$60.00 per person. Fifteen dollars of each membership is directed to our scholarship fund.

Memberships are due on the anniversary date of payment of your last membership dues. Join us at our website and use your credit card for an easy, online transaction. <http://norcalbaa.com/>

I want to thank everyone who helped with the creation of this newsletter and look forward to seeing everyone at our Safety Day on May 2<sup>nd</sup>.

Fly Safe!

Brian Adamcik  
Vice President  
NCBAA

