

Arizona Aviation Journal

September 2011

Issue #4



Wiseman Aviation

A Conversation with the Founder
of a High-Altitude FBO

Flagstaff

Pulliam Airport

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July 07, 2011

ARIZONA AVIATION JOURNAL
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In the News



Photo by Shahn Sederberg - Graphics by Andrew Stevens

State Aviation Journal to Offer
Daily EAA AirVenture Coverage

The State Aviation Journal, sister publication of the Arizona Aviation Journal has announced for the third year running, daily coverage of EAA's 2011 AirVenture beginning July 25th. To receive free daily briefs visit the [State Aviation Journal](#) website and click on "Subscribe," or simply [click here.](#)

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Contents

Dr. Sarah Nilsson, Department Chair for the Aerospace Program at South Mountain High School, turns a dare into a dream, for her and for her students.

Page 5



The Arizona Airports Association Board of Directors Meet at the Legado Hotel in Gilbert, site of the organization's upcoming Fall Conference.

Page 6



AzAA members, Jennifer Maples, Casey Denny and Stacy Howard promote aviation at the Arizona League of Cities and Towns.

Page 7



The City of Phoenix and Sky Harbor International Airport Celebrate the arrival of the first train car for the future Phoenix Sky Train.

Page 8

Barney Helmick, Director of the Flagstaff Pulliam Airport, talks about his airport and it's impact on Northern Arizona.

Page 12



Orville Wiseman, Founder and President of Wiseman Aviation talks about running his high-altitude full service FBO in Flagstaff.

Page 15



On the Cover

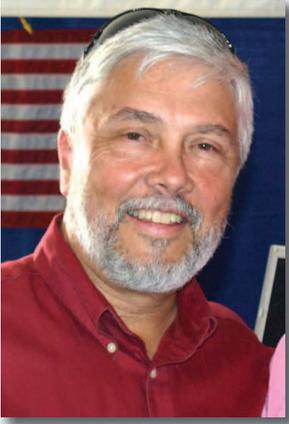


Barney Helmick, Director of the Flagstaff Pulliam Airport.
Photo by Kim Stevens.

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On a Dare

Aviation and aerospace education has for some time now passed the point where it is just a side-bar activity for aviation organizations, businesses and schools. Now, more than ever this is an effort that needs to command all of our attention and resources.

In this issue of the Arizona Aviation Journal, we tell the story of one girl who on a dare discovered a passion for flight. That passion has led to an amazing career that has helped shape the lives of hundreds of students through the Aerospace Program at South Mountain High School.

Although I've been aware of the program at South Mountain for many years, until we set out to cover this story, I hadn't given it much thought. Others certainly have. Each year at the Aviation Safety Advisory Group (ASAG) banquet, someone has stepped up and paid for at least one table so students and faculty could attend. They understand that exposure to aviation events and the people involved is paramount to cultivating our future generation of aviation workers, enthusiasts, pilots, and entrepreneurs.

Similarities exist for sure, however, all of us have our own unique path that has brought us to the industry. Our job is to create more pathways and clear the clutter, to allow more opportunities and fewer impediments for new generations to explore a career or at least to develop an appreciation for aviation and aerospace.

I dare you!

A handwritten signature in black ink that reads "Kim Stevens". The signature is written in a cursive, flowing style.

Sarah Nilsson Turns Dare Into Aviation Dream

By Claire Stern

In 1993 a young boy dared a girl named Sarah to fly a plane. He didn't think that she could or would do it. She made it her goal to prove him wrong. In fact, that dare sparked a career that has helped shape the lives of hundreds of students.

Dr. Sarah Nilsson is now the department chair of the Aerospace Program at South Mountain High School. The credentials that she carries distinguish her passion for aviation: Ph.D. (Business Administration), MAS (Master of Aeronautical Science), BS (Professional Aeronautics), ATP (Airline Transport Pilot License), CFI (Certified Flight Instructor – airplane single-engine land), CFII (Certified Flight Instructor Instruments), MEI (Multi-Engine Instructor), AGI (Advanced Ground Instructor), and IGI (Instrument Ground Instructor).

Sarah has been flying for the past 17 years and has worked as both a pilot and a flight instructor. At South Mountain High School she has an opportunity to meld it all together and share her passion with her students. "I've got a captive audience. I get paid to talk about aviation all day long. It is a perfect job for me."

South Mountain's Aerospace Program starts its freshmen with a year-long class about aerospace science and history. Students may then decide on a specific track of study: air traffic control, aircraft maintenance or pilot's license. Each track provides students with both classroom and hands-on experience. The air



Student, Chance Banda

traffic control classes include a tower lab and a radar lab; the maintenance classes include working on planes at the Air National Guard; and the pilot's track includes the FAA's ground school class as well as flight school. Seniors spend a month practicing on a flight simulator and during the rest of the year they fly planes at Chandler Municipal Airport.

The school district pays for all the fees, fuel and lessons associated with the program. The students and their parents don't incur any costs. In return, students must maintain a 2.0 grade point average to remain in the program and they cannot have any disciplinary infractions.



Dr. Sarah Nilsson

whatever they decide to do after graduation, whether they go to college or enter the workforce. In fact, several of the upper level classes are worth college credit.

This school year there are 200 students enrolled in the program. As a magnet school, South Mountain brings many students from across the Valley. The Aerospace Program is so extraordinary that it has attracted students from as far away as Illinois and Hawaii. However, for the many students that come from rough parts of South Phoenix, Sarah says, "Earning their wings leads them to dream bigger... The students mature overnight when they start to fly." The program has produced more than 350 pilots since it began in 1989.

Chance Banda is 17-years-old and a senior on track for his pilot's license. At the end of his junior year Chance was so well prepared for the FAA's 60 question written knowledge test that he 'flew' through it in less than 30 minutes and earned an incredible 90%. Although he's never even been on a plane before, he says he has wanted to become a pilot since he was 7-years-old.

Chance says, "No one thought I could do it, so I am here to prove them wrong." This year he'll not only get on a plane, but he'll fly it and solo in it as he earns his private pilot's license. Right now he's working in a simulator learning the controls, memorizing the plane's manual and interacting with the tower. He appreciates the guidance he receives from his teacher, Dr. Nilsson. "She likes it when we ask questions because she knows we are paying attention."

Chance's goal is to become a Marine Corps pilot and have the Marines pay for his college degree. He credits his parents, his brothers, and his Aerospace Program teachers for his success.

Continued on next page.

Dare to Dream

Continued from previous page.

“I used to be scared to show my full potential and this program has helped me come out of that.”

Dr. Nilsson says that each of her students is unique and that she learns from them every day. She is a role model to her students in many ways. In fact, Sarah is still a student herself and is in the process of earning her Juris Doctorate. Although she looks forward to practicing aviation law, the law degree will also bring her career full circle. Her love of flight is grounded with her love for her students and Sarah plans to advocate for children – especially teenagers - who may not otherwise have a voice in the legal system.

To think that it all started because of a dare.

South Mountain High School's Aerospace Program is always looking for guest speakers to introduce students to different aspects of the aviation industry. The program can also use airplane parts, books and supplies.

If you are interested in partnering with the program, or know a student who would like to enroll please contact Dr. Sarah Nilsson at nilsson@phoenixunion.org or call 602-561-8665.



Student Michael Webb, left and Nilsson.



The Board of Directors of the Arizona Airports Association met at the Lagado Hotel in Gilbert, site of the upcoming Fall Conference. Pictured above are from left (standing), Mike Hill, Corporate Director, Mike Covalt, Administrative Director, Jordan Feld, 2nd Vice President, Barney Helmick, Executive Director, and Art Fairbanks, Executive Director. Seated from left are, Jennifer Maples, President, Corinne Nystrom, 1st Vice President, Deena Norton, Executive Director and Sandra Kukla, Associate Director.



A number of conversations took place after the formal presentation by AzAA members.

AzAA Addresses League Annual Conference in Tucson

Members of the Arizona Airports Association (AzAA) addressed a session of the 2011 League of Arizona Cities and Towns Annual Conference held this year at the JW Marriott Starr Pass Resort in Tucson.

Jennifer Maples, AzAA President, Casey Denny, last year's president and Stacy Howard, Regional Representative of the Aircraft Owners and Pilots Association told a group of nearly 50 attendees that their airports are a vital component of the economic impact of their community. The aviation industry overall

contributes 38.5 billion in economic impact to the state. AzAA was formed in 1979 to bring together the representatives of public and private airports and others interested in the general benefit of aviation to provide information, expertise and support to all those in the State's aviation industry.

The League of Arizona Cities and Towns is a voluntary membership organization made up of the incorporated municipalities in Arizona, to provide vital services and tools to all its members.



League attendees listen to the presentation.



AzAA members from left, Jennifer Maples, President, Casey Denny, Immediate Past President and Stacy Howard, Regional Representative for the Aircraft Owners and Pilots Association.

City Celebrates Arrival of 1st PHX Sky Train™ Car



Mayor Phil Gordon during the unveiling.



David Barry, left, Vice President Americas Region of Systems Division, Bombardier, presents Mayor Gordon with Bombardier shirt.

Beginning in early 2013, the PHX Sky Train™ will transport Airport visitors between the regional METRO light rail system, Sky Harbor's East Economy Parking and Terminal 4, which serves 80 percent of the airport's passengers. Last month, the first PHX Sky Train™ car that will transport those visitors was unveiled at the PHX Sky Train Maintenance Facility.

Throughout 2012 empty train cars being tested along the guide way. Train system operator, Bombardier began shipping the first 18 cars in August. They will be assembled into two and three-car trains. The driverless train will run on an electrically powered, center-rail guide-way. More than 6 million passengers are expected to ride it in the first year. It will operate 24 hours a day, seven days a week.

Phoenix Aviation Director, Danny Murphy said the Phoenix Sky Train will forever be known in Phoenix as one of the greatest, most forward-thinking projects of our time and will serve our customers well into the future.

The Mayor of Phoenix, Phil Gordon, said Sky Train construction is employing 8,000 people in the Phoenix area. "Train construction is on time and on budget," announced Murphy from the podium prior to the unveiling. Murphy said they are also very proud of the fact that the PHX Sky Train will be LEED certified.

Key companies involved in the construction of the PHX Sky Train™ include:
Bombardier - Train System Provider/Operator
Weitz – General Contractor for Bombardier
Gannett Fleming - Facilities Designer
Hensel Phelps – Construction Manager for Stage 1
Lea+Elliott - Train System Consultant
McCarthy/Kiewit – Construction Manager for Stage 1a.



Sky Train cake.



David Cavazos



Danny Murphy



David Krietor shakes hands with Bruce Mosby - former member of the Phoenix Aviation Advisory Board.



Craig Davis, left, performs magic for David Krietor and Penny Pfaelzer - PfaelzerDean&Partners, Inc.



Left to right are, Candace Huff, Sky Harbor; Steve Rao, DWL and Steve Jensen with Austin Commercial Construction



Mayor Gordon and Retired Assistant Aviation Director, Carol Clements



The center of attention.



After the unveiling, cake and other refreshments were served to guests.



PHX Sky Train™

Photos by Kim Stevens

With Carl Newman is Anne Kurtenbach, Economic Development Program Manager, Aviation Department - She is working with Bombardier to oversee the assembly and delivery of the PHX Sky Train cars.



Peggy Kreis, Secretary III, Phoenix Aviation Public Relations

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Flagstaff Airport a Key to Northern AZ Growth

By Kim Stevens

We all face challenges in our work, but if you love what you do, then meeting those challenges become less stressful, more manageable and perhaps even fun. That philosophy seems to be true for Flagstaff Pulliam Airport Director, Barney Helmick, who took the reins on August 23rd of last year.

“It has been fun,” said Helmick, who has airport experience at Sky Harbor International, Goodyear and Deer Valley airports in the Valley prior to moving North. “Working at an airport we always have challenges, but we also have some wonderful people,” said Helmick. “Every Airport I have worked at or spent time at, I have always found people that understand that they are lucky to be in a business they love. If you love what you do, then those challenges can be overcome.”

Not everyone in airport circles know that Helmick spent fifteen years at Sky Harbor before managing the Goodyear airport. “Actually, I think the transition from Sky Harbor to Pulliam would have been harder if not for the seven years I spent at Goodyear and Deer Valley Airports,” said Helmick, “which are not your typical General Aviation Airports.” “At Goodyear I worked with all the agencies I work with at Flagstaff - FAA, TSA, ADOT, ADEQ - and since we had a Maintenance Repair Operation (MRO) that worked on commercial service aircraft, I worked with many airlines.”

For Helmick, being able to tap into the experience gained at Valley airports has helped in the transition to Flagstaff; however, there are certain aspects of airports that do not change. “All airports attempt to provide a safe, secure facility for pilots to land and take off,” said Helmick. “Only the uniqueness of each facility changes, and just like the other three airports I have worked at, Flagstaff makes safety and security their top priorities too.” Helmick said that just like the general aviation (GA) airports he managed in the valley, they are constantly working to keep up with capital needs. “That means planning and working with the FAA, ADOT and our city partners to keep up with demand,” said Helmick.

There has been a couple of unique challenges for Helmick in Flagstaff. “Our GA community does use commercial service and understands and appreciates having it in Flagstaff,” said Helmick. “On the other hand the public doesn’t always know what general aviation brings to our community.”

Often, it is typical for a segment of a community to think of GA as only the individual that owns a small plane and flies over their home; but as Helmick points out, there are so many different aspects of the GA community, with each having different needs. Helmick said they do have to rely on their business partners such as a good FBO, a solid rental car and ground transportation base to assist both GA and commercial air service. “When we have the right partners and provide a safe secure facility we can better meet all our flying partners’ needs,” said Helmick. “Here in Flagstaff we are lucky to see a little bit of



Airport Director Barney Helmick - “Arizona’s airports will be a vital part of economic recovery in the state.”

every thing, and lucky enough to have very good business partners to meet their needs.”

Helmick does struggle to get the appropriate funding to meet the needs and goals of a growing airport. “Pulliam is a good facility,” said Helmick, “but like many smaller airports in Arizona we get lost in the dust of the major hubs trying to get federal grants.” Being located in the Western Pacific Region, Helmick says they are a “small potato with some big capital needs.” Unlike major hubs that generate enough revenue to look at capital projects beyond FAA grants, the Flagstaff airport, in order to cover their operational costs, have to balance their priorities between absolute needs and wanted needs. “That means we often have to wait our turn to get grants for medium to lower priority projects,” said Helmick. “We are working hard to increase revenues, but are far from being able to take on non-essential capital projects to the level of major hubs.”

Flagstaff Pulliam Airport is positioned well to be an important player in the economic growth of Northern Arizona, which sees millions of tourists every year. The list of things to see and do

have been well documented. The Verde Valley which is just a forty-five minute drive from Flagstaff has a growing wine industry with shops in Jerome and Cottonwood. Oakcreek Canyon is less than twenty minutes away and of course Sedona, at its southern end, is an established tourist magnate.

West of Flagstaff is Williams and the Grand Canyon Railroad to the National Park. To the East lies Winslow, Holbrook, the painted desert and the Navajo Nation. "The problem for Pulliam Airport, is that we are not able to provide those people air service beyond Phoenix," said Helmick. "We have to get service to the West (Los Angeles) to capture the tourist trade we loose."

Next, Helmick said, they need service to the East (Denver or Dallas) to capture their business travelers that drive to and from Phoenix for more options. In 2008 Horizon Air started service to Los Angeles and Flagstaff's enplanements grew 41% over two years. Helmick said that even with losing Horizon Air, they are running at approximately 60,000 enplanements and could go over 100,000, if they could get service to meet the needs of business and tourism in Northern Arizona.

"There are lots of challenges facing Arizona's airports right now," said Helmick. "Some new, some have been around forever." That list includes the economy/costs, Congresses failure to ratify long-term FAA extension, environmental issues and encroachment. "Like all airports we have faced challenges with



Lipinski in R1

Congresses failure to ratify a long-term extension to the FAA," said Helmick. Flagstaff submitted a grant application to the FAA to mill and overlay the southern half of their taxiway and replace the lighting and signage along the taxiway and runway at the same time. "The FAA has worked with us to try and fund it," said Helmick, "but there just are not any discretionary funds available to start it right away." Helmick said there is still a small chance that another project in the region could fall out, but that is not likely.

According to Helmick, it is more likely the money will become available after the start of the FAA's new fiscal year, on October 1st. Due to the Winters in Flagstaff, they face a short construction season, so they have decided to continue to work



Dave Lipinski is a Airport Service Worker. The truck is an Oshkosh Striker 1500, it has roof and bumper turrets that can spray water or foam without leaving the cab. The truck can reach speeds of 70 ,mph and can get to the farthest point on the airport in less than three minutes. All of Flagstaff's Airport Service workers are Airport Rescue Fire Fighter (ARFF) trained and recertified every year.

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Blu Moon Cafe inside the Flagstaff Airport terminal. Owner, Sara Holloway, pictured above, recently expanded the size of the restaurant and services available.

Flagstaff Pulliam Airport

Continued from previous page.

with the FAA to get funding for an early spring start up. “This does concern us, because we do not know the costs for materials that far out,” said Helmick. “We are not, however, the only project in the nation that has been impacted by this situation.”

“The good news is that we have some really hard-working and extremely qualified individuals working at or on behalf of Arizona’s airports,” said Helmick. “Arizona’s airports will be a vital part of economic recovery in the state. We also need to make sure the public knows we are here for them.”

Helmick said that in his first year, they have accomplished a lot, including the upgrading of equipment and systems. “We have also identified lots more we want to accomplish,” said Helmick.

The transition to Flagstaff had been good for Helmick. “I love to go out and hike/explore in the outdoors, and have been able to do that more,” said Helmick. “I love to fly and am slowly getting back on track with that as well. Helmick grew up in a small farming community in the Midwest and the lifestyle in Flagstaff is not exactly the same, but slower and more to his liking. “I must say that unlike when I was younger and the altitude didn’t matter, I notice it now,” said Helmick. “Flagstaff is a wonderful community and I am grateful for the opportunity to be here.”

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For Wiseman Aviation, Service is Everything

By Kim J. Stevens

While I was visiting Flagstaff Pulliam Airport in Flagstaff recently, I had the opportunity to meet Orville Wiseman, Founder and President of Wiseman Aviation, the fixed-based operator, (FBO) on the field. Although I've flown into Flagstaff a number of times and stopped at Wiseman Aviation, I hadn't taken the opportunity to spend any time with him. In just a short time, I came away with an appreciation for the passion for aviation and for life that he exhibits. The following is my exchange with the husband, the father of three, the 7,000 hour pilot, the business owner and the member of the community all rolled into the man named Orville G. Wiseman. (OGW)



KJS - How did you get started in the aviation business?

OGW - I graduated from Northern Arizona University with a BS in Accountancy back in 1985. While all my friends were getting their CPA's, I was learning to fly at Sky Harbor out of a Beech Aero Club back then. I spent a total of six years in accounting and couldn't take it anymore. At that point, with a baby on the way, I went back to get the rest of my ratings and started out as a flight instructor in Ohio at the ripe young age of 30! From there I went into charter and then was offered a position as a corporate pilot. As a native of Arizona, I really wanted to get back home. Basically, I created a job for myself by starting Wiseman Aviation in Flagstaff. I had an extensive pre-graduate work history in the hospitality industry, that combined with my accounting and aviation background all seemed to come together for starting the FBO, or so I thought. I am not sure anyone can really be prepared to run a FBO from scratch.

KJS - What were the influencing factors in your life that led to your interest in aviation?

OGW - From a very young age, I had always traveled on the airlines with my parents going to see grandparents in the Midwest as well as trips to places like Hawaii and Mexico. Back in the sixties, the airlines would actually come get you and bring you to the cockpit. I brought home a lot more than just a pair of plastic wings from those trips, it was a fascination with aviation and a desire to be a part of it someday. Also, growing up in Tucson and having aircraft overhead all the time from Davis-Monthan [AFB] had an impact as well. I can still remember the days of the U2's going by and the eerie unusual sound they made. Aside from my grandfather on my mother's

Orville Wiseman on the ramp in Flagstaff

side, I am the only one to be an aviator in the family. To say it was not met with much enthusiasm at first is an understatement. Also, I remember telling my high school counselor that I might want to be an airline pilot one day and he laughed at me! I would say that sheer perseverance led to where I am today in aviation. Also, my wife has always been very supportive of it long before we got into the business.

KJS - When searching the internet for information on your FBO, I noticed many very flattering comments from pilots about the service they receive from your FBO's, both in Flagstaff as well as Winslow. How important is good service to the success of your business?

OGW - Service is everything, plain and simple! You can have the nicest facility in the world with everyone in sharp looking uniforms, but if the staff is rude, unaccommodating or uncaring, you are not hitting the mark! I started thinking about all the bickering among tenants that takes place at most airports a while back and came to the realization of what I believe the reason for this is. Aviation is an endeavor of passion and with passion comes emotions, good and bad. I think that service is paramount in the aviation industry because of the emotion involved with it. Whether it is the weekend renter that spent their week looking forward to that flight Sunday morning to some destination for fun, or the corporate customer wanting everything just right for their passenger and their aircraft, they both pull onto the ramp with emotions not found in many sectors of society.

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Wiseman

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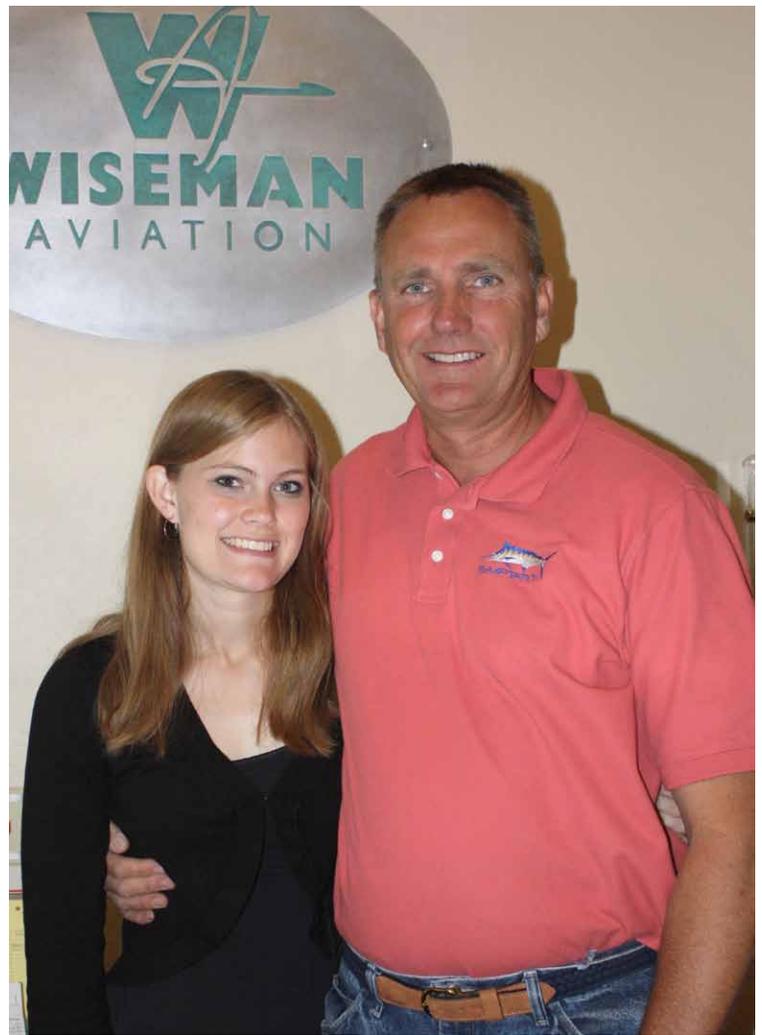
Just yesterday morning my wife and I were having coffee on the back deck enjoying a beautiful Flagstaff summer morning and I was relating to her that I felt we have slipped some from where we were at when the business first opened. At the end of the day, everything is a result of my direction that I take the company towards. It is easy to get burned out in my business and I think I have retracted some from where I should be. No matter how hard we try, there are aviators out there that just don't get it or perhaps don't care, meaning, we are a for profit business (or at least supposed to be) and we cannot operate from a standpoint of providing facility and services for free or at some unrealistic price just because someone else in the area might. You don't survive in this business by making unsound business decisions. This is an industry requiring high capital with low return that is highly regulated. Enduring the preceding can make keeping a smile on your face every day very tough.

KJS - What separates Wiseman Aviation from other FBO's in the country?

OGW - About 6,000' vertically. I say that in tongue and cheek, but actually it does create several issues not found at lower altitude airports, including drastically degraded aircraft performance. "Hot and high" can translate to the FBO into "I don't buy" fuel. You can probably count the total number of full-service operators on one hand that operate at this altitude.

On a more personal level, I think Wiseman Aviation is somewhat a dying breed in the industry being a true full-service fixed-based operator that offers traditional aviation products and services, such as flight instruction, charter, pilot supplies and maintenance, as well as fuel sales. Everyone wants to sell fuel because that is the profit center with the greatest margins. So, many FBO's across the country now contract out their nonfuel related services in order to stay in compliance with their leases, so they can focus on the fuel. Probably the biggest determining factor for that is economics as it is simply not cost effective to provide so many different services under one company, especially at smaller airports. While it may not be cost-effective to provide all of the services once commonly found at FBO's, I think the contracting out concept creates a loss in continuity in operations.

Another aspect of Wiseman Aviation that separates us from many is that we are family owned and operated. As you experienced the other day, my daughter works there, as does my son. My wife is half-owner in the company and plays an important role in the company's operations too. Recently, we have had a lot of staff on vacation or ill, so I have had to help pick up the slack. The other day I ran out and parked a jet, then a few minutes later I ended up fueling it as well. The flight crew commented that "you do everything around here", to which I answered "when I have to". That family owned busi-



Orville Wiseman and daughter Emily.

ness creates a corporate culture of taking our customers very personal and that's something you don't see with the major operators sprawled across the globe.

We truly value everyone's business and appreciate them being there!

KJS - How important is it to have the right people working with you?

OGW - At the end of the day, we (FBO's) are all providing the same product such as fuel and parking, it is the "value added" that makes the difference among us and many times it is the human capital, not the working capital, that sets us apart. To be successful, you have to delegate and it has to be staff capable of doing so. With multiple locations and services, it is imperative that everyone involved is carrying out the company's mission. Having the "right people" is an essential and fundamental part of that.

KJS - What fires you up the most about aviation?

OGW - The greatest element about my business is that every day is different and you never know what is going to show up or take place next. Honestly, just being around the aircraft and

the people that operate them is a lot of fun. Of course going on a flight myself is many times the highlight of my day too. I am not sure there is anyone thing that gets me most excited about this industry as it pretty much consumes you and becomes your existence.

KJS - In addition to Flagstaff, you have an operation in Winslow and had, for a short time, one in Glendale. Do you have any plans for other locations?

OGW - We added Winslow about five years go and operate that as a satellite location with an on-demand strategy for certain products and services. Glendale was a nine-month situation where we managed a bank-owned property and acted as trustee until a long-term operator could be found. Originally, I had hoped that this would become a long-term situation when we took over. However, after a few months there, it became apparent that it was not a good fit for us. Speaking of which, out niche is small to middle markets in rural areas. By pooling resources, the sum of our products and services exceeds those of a typical operator of locations this size. We do have another location presently in the works.

KJS - What do you think the future holds for general aviation...business aviation?

OGW - I wish I had positive things to say here, but the simple fact of the matter is I don't. In the thirteen plus years of running FBO's, I have seen fuel prices more than quadruple as well as fuel supplies and suppliers diminish. As if that was not bad enough, fees and taxes continue to be added or increased. Regulations continue to become more complex and difficult to comply with, both in the air and on the ground. The fines and penalties associated with preceding can put you out of business overnight. Government is totally out of control and is playing a substantial role in all of this.

Then there is the human side of things. Today's young workforce wants instant gratification resulting in their expectations being totally unrealistic. Even in this poor economy with high unemployment, it is a challenge to find responsible literate applicants that really want to work. I think all of today's technology, such as texting and such, has created a generation of people that have nearly nonexistent basic math and grammar skills. That is a huge problem in an industry such as aviation where everything in it involves numbers and procedures.

Looking at training and education, I think it is safe to say that graduates are not keeping up with attrition in our industry and that is going to be another issue down-the-road. I also think that all of our new technology in aircraft has created pilots less capable in skills than in years past. They rely much more heavily on their equipment's abilities to get them from point A to point B than they rely on their own ability. There really needs to be a renaissance of sorts where we return back to the "basics" in aviating. Sure it is great to have all of this technology available to us, but there is no substitute for the skills of the people actually flying the aircraft.



On the ramp in front of Wiseman Aviation.

Lastly, given that aviation of any kind relies heavily on petroleum, I foresee a day where this is going to become the single biggest issue facing the industry. Our crude oil supply is no longer considered infinite and the emissions from aircraft are becoming more of an issue. Many of the technologies being used on the ground to power vehicles simply won't work in the air. In the end, I think aviation petroleum products will become much more expensive and any increases in efficiency on newer aircraft will not be able to offset this. Ultimately, it will make flying of any kind much more expensive and that in turn will decrease demand.

KJS - What percentage of your business in fuel sales, charter, flight instruction, maintenance? Any trends in the volume of those areas of your business?

Continued on next page.

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Wiseman

Continued from previous page.

OGW - Fuel is a major part of what we do with maintenance being next. Flight instruction and charter revenues are third and about the same in proportion. If I was to quantify any trends, it would be that jet fuel sales in the corporate market are down with avgas sales rising sharply this summer. Maintenance continues to grow as less and less facilities out there are willing to work on older aircraft. Overall, I am happy to say the general aviation has been very active after being dormant for a while.

KJS - As a long-time resident of Flagstaff, how important is the community to you personally; to the business?

OGW - Flagstaff has been my home for fifteen years now. Over the years we have hosted a variety of events at our facility. My wife and I have also served on various Boards in the area. This is my home, where I live, where I earn my living and where my children are growing up. As such, the community is very important to me, both personally and professionally. People who have never been to Flagstaff before will have developed an opinion of the town by the time they get to the parking lot, based on how we treat them. I see the FBO as a portal to the community and I take this job very seriously. You

cannot be in the FBO business and separate yourself from your community as the airport is part of that community, including the politics that take place there which can greatly affect your livelihood.

KJS - What do you enjoy doing when your not running the business?

OGW - When you own and operate a FBO, you don't get a lot of personal time. In addition to the thirteen hours-a-day we are open, we are on call the remaining eleven hours. So, I really enjoy just being at home with the family when I can. We live on some acreage and have a lot of animals, including horses. While I am no cowboy, I do love being around the horses and riding. Then there is the water, my other passion in life is boating and fishing, both locally and in the Pacific. I spend as much time as possible boating when I can. In fact, my next personal goal, which I am about to work on, is to get my entry level captains license or six-pack as they call it.

Wiseman Aviation opened its doors in April of 1999 after five years of research and analysis. The creation of the business from the ground up included the design and construction of a new facility. For more information on Wiseman Aviation visit <http://www.flywise.com/>.

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