USHGA Marketing Committee

Committee/Status Report

Spring, 2006

Contents

- List of Committee Members
- Agenda Items
- Recommendations to the Board
- Action Items and Next Steps
- Attachment: *Initial Draft of USHGA Marketing Plan*

Committee Members

- Peter Birren
- Jayne DePanfilis (USHGA)
- Riss Estes
- David Glover
- Patrick Harper
- Martin Palmaz (USHGA)
- Warren Schirtzinger

Agenda Items

The Marketing Committee will not be meeting during the Spring gathering in Colorado Springs.

Therefore there is no agenda.

Recommendations to the Board

- Read the attached marketing plan
- Understand the difference between advertising/promotion and marketing
- Recognize that the majority of the marketing function (product, place and price) are not the domain of the USHGA marketing committee
- Recognize that the USHGA marketing committee should really be called the USHGA promotional or communications committee
- Recognize that if USHGA wants to grow, it needs to pay more attention to product, place and price. It's not clear which USHGA committees would have responsibility for these areas.
- Approve the intent and methodology (market relations) contained in the marketing plan

Action Items and Next Steps
(who and when)

- Re-evaluate all marketing activities or plans initiated before re-activation of the marketing committee
  (marketing committee, dates TBD)

- Delete or terminate old programs that are not consistent with the market relations approach
  (marketing committee, dates TBD)

- Complete the definition of each audience-specific program and estimate resource requirements
  (marketing committee, dates TBD)

- Select one program for each audience and test its effectiveness before moving to full-scale implementation
  (marketing committee, dates TBD)

- Recruit and assign program managers for each identified program
  (marketing committee, dates TBD)

Attachment 1 of 1

USHGA Marketing Plan

Draft 2.0

Spring, 2006

Contents

- Definitions
- Market Relations Approach
- Key Messages
- Programs by Audience
- Measuring Effectiveness

The True Definition of Marketing*

The Four "Ps"

- **Product**
  (example: setting up flight/tow operations or adding services to make HG/PG easier or more compelling)

- **Place**
  (example: making HG/PG products and instruction available near population centers)

- **Price**
  (example: making HG/PG instruction profitable for the instructor and a good value for the prospective pilot)

- **Promotion**
  (example: raising awareness or communicating the differences between HG/PG and other outdoor adventure sports)

This definition can be found in almost any introductory textbook on business or marketing

Setting Expectations

The Four "Ps"

- **Product**
- **Place**
- **Price**
- **Promotion**

Growth in HG/PG will come from these three elements of marketing, not from promotion

The true essence of marketing involves creating a compelling PRODUCT, and delivering it in a convenient PLACE, at a PRICE that reflects its value to the customer and is rewarding for the seller.

A More Appropriate Title:

USHGA Promotional Plan

Spring, 2006

Plan Goals and Objectives

- Avoid 1-way communication: news releases, advertising, and broadcast promotions
- Maximize **2-way** communication and understanding
- Keep costs very low
- Incorporate key messages into all programs
- Include programs that enhance communication between USHGA and ALL audiences (both internal and external)
- Avoid the trap of trying to implement everything at once
- Test each program and demonstrate success before applying it nationwide

The Market Relations Approach

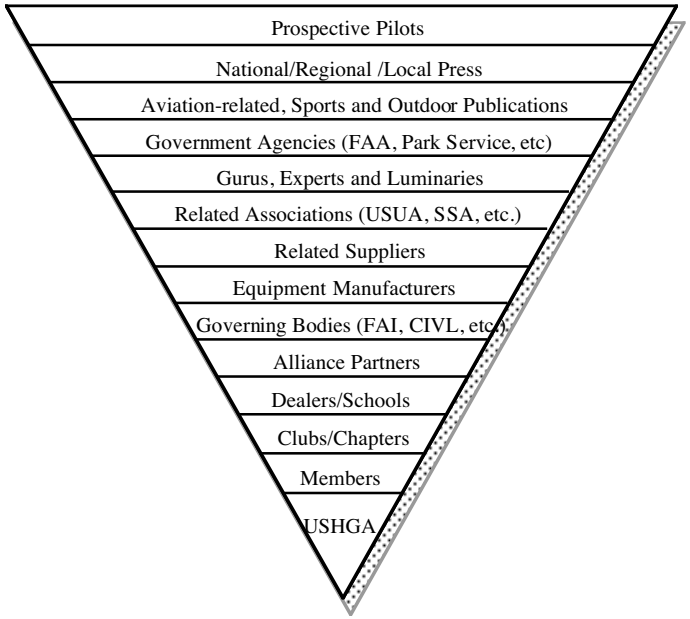
- Market Relations is a promotional technique designed specifically for **high-risk** products and services.

- Market Relations is based on the HG/PG "infrastructure" which includes all of the people who potentially have an influence on prospective pilots. Any high-risk activity must have the support of the infrastructure in order to grow

- The idea is to **establish or improve two-way communication** with each level of the infrastructure. Key messages are incorporated in all programs

- Market Relations is **much** more effective than P/R or advertising or any other one-way promotional technique

- Implementation is always best from the bottom up. USHGA's influence decreases as you move higher in the pyramid



Key Messages (Initial Draft)

- Many people dream of taking to the skies and soaring like a bird. This is what HG/PG offers that nothing else can…the ability to fly effortlessly like a bird with the wind in your face. Some pilots describe it as soaring like Superman.

- Hang Gliders and Paragliders are manufactured with state-of-the-art materials and must be rigorously tested and certified.

- Practiced correctly, HG and PG are as safe as any form of aviation.

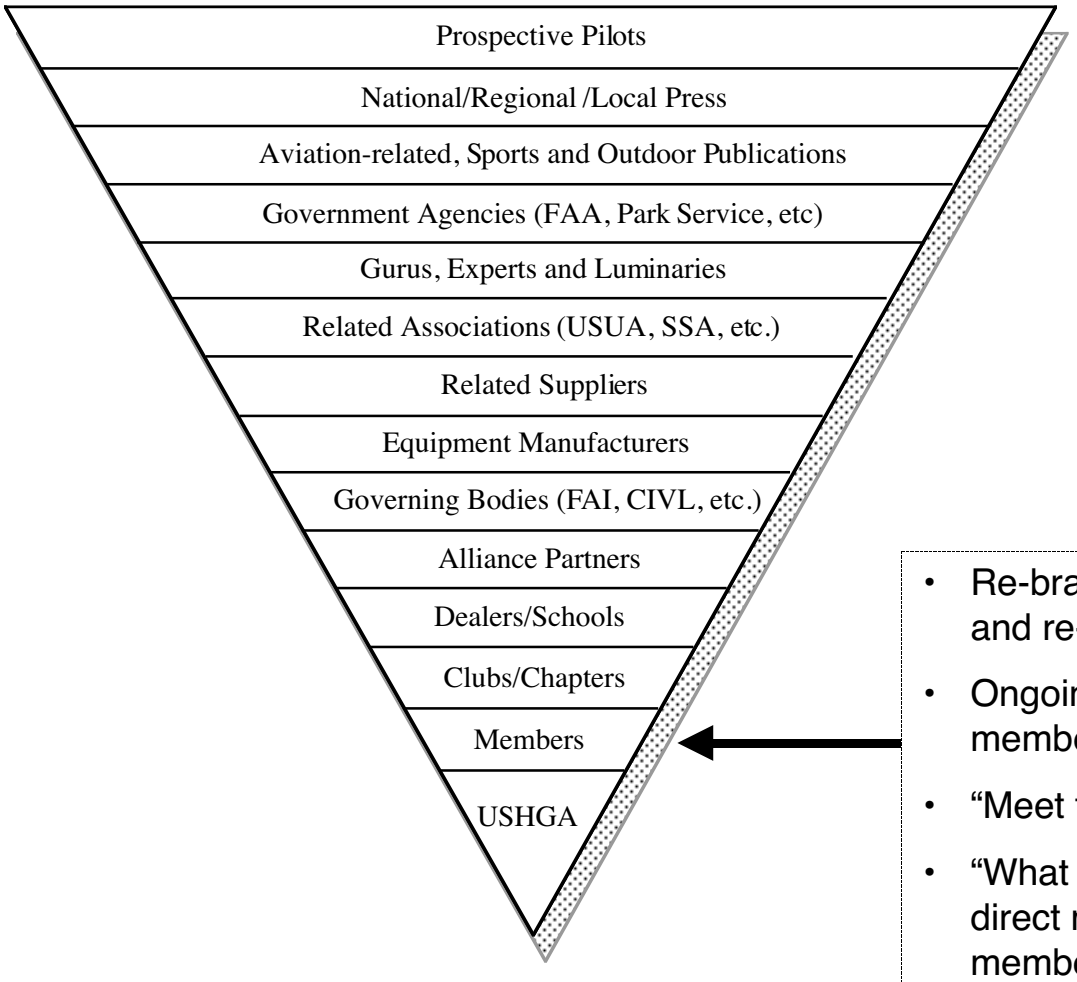
- According to the U.S. Safety Council, HG and PG are safer than many popular outdoor sports including riding motorcycles.

- HG/PG pilots fly with reserve parachutes designed to bring the pilot and glider safely back to earth if there is ever a problem.

- Professional instructors and a pilot proficiency rating system help ensure safe practices.

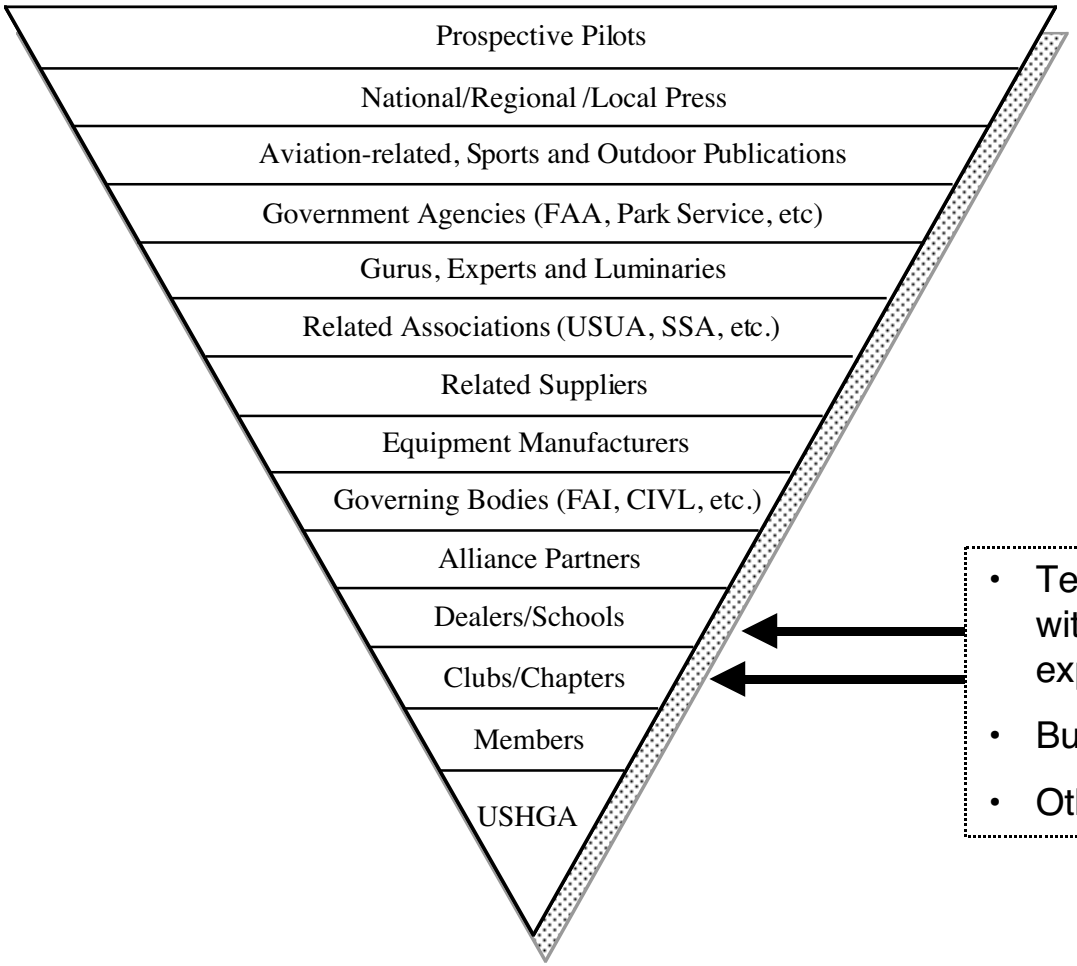
Programs for All Levels of the HG/PG Infrastructure

For Members



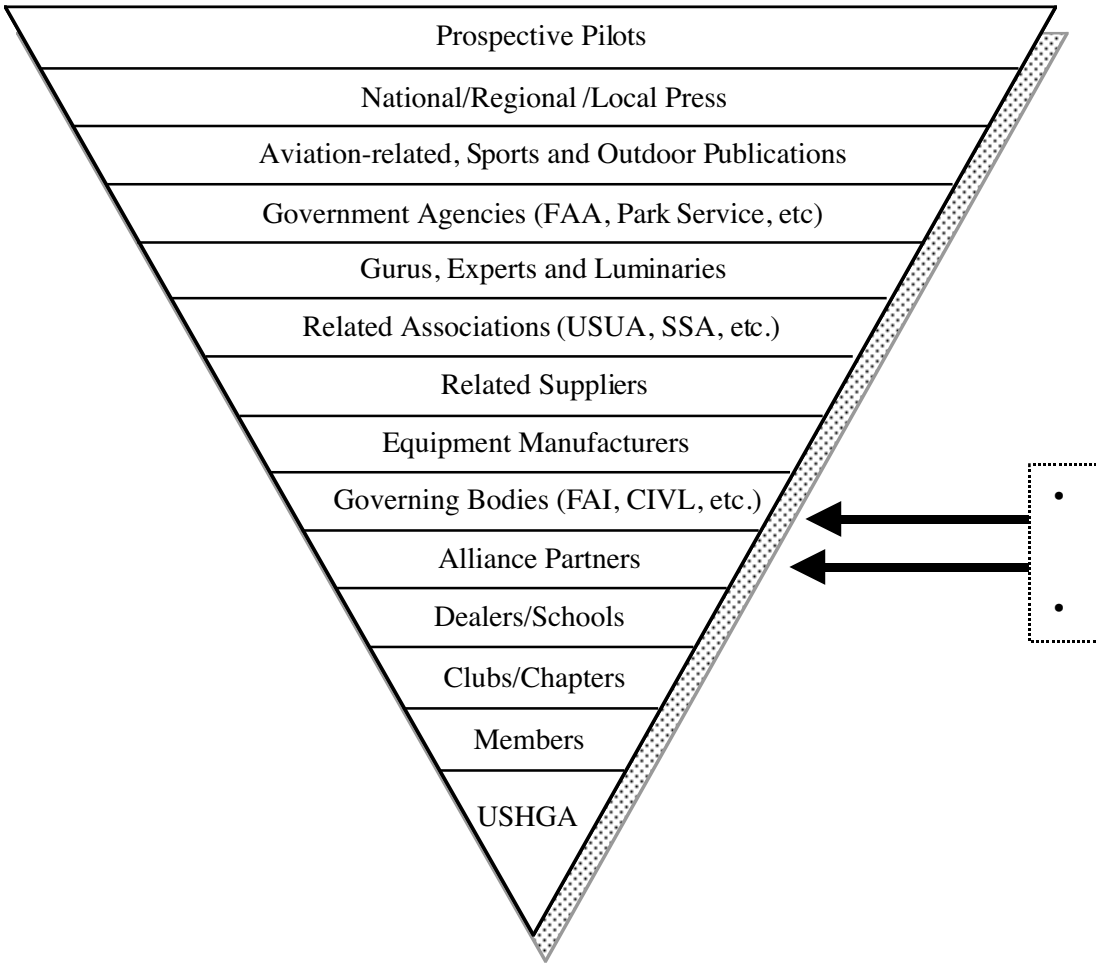
- Re-brand USHGA merchandise and re-launch USHGA store
- Ongoing survey of USHGA membership
- “Meet the EC” forums
- “What You’ve Been Missing” direct mail piece to former members

For Dealers, Schools, Clubs and Chapters



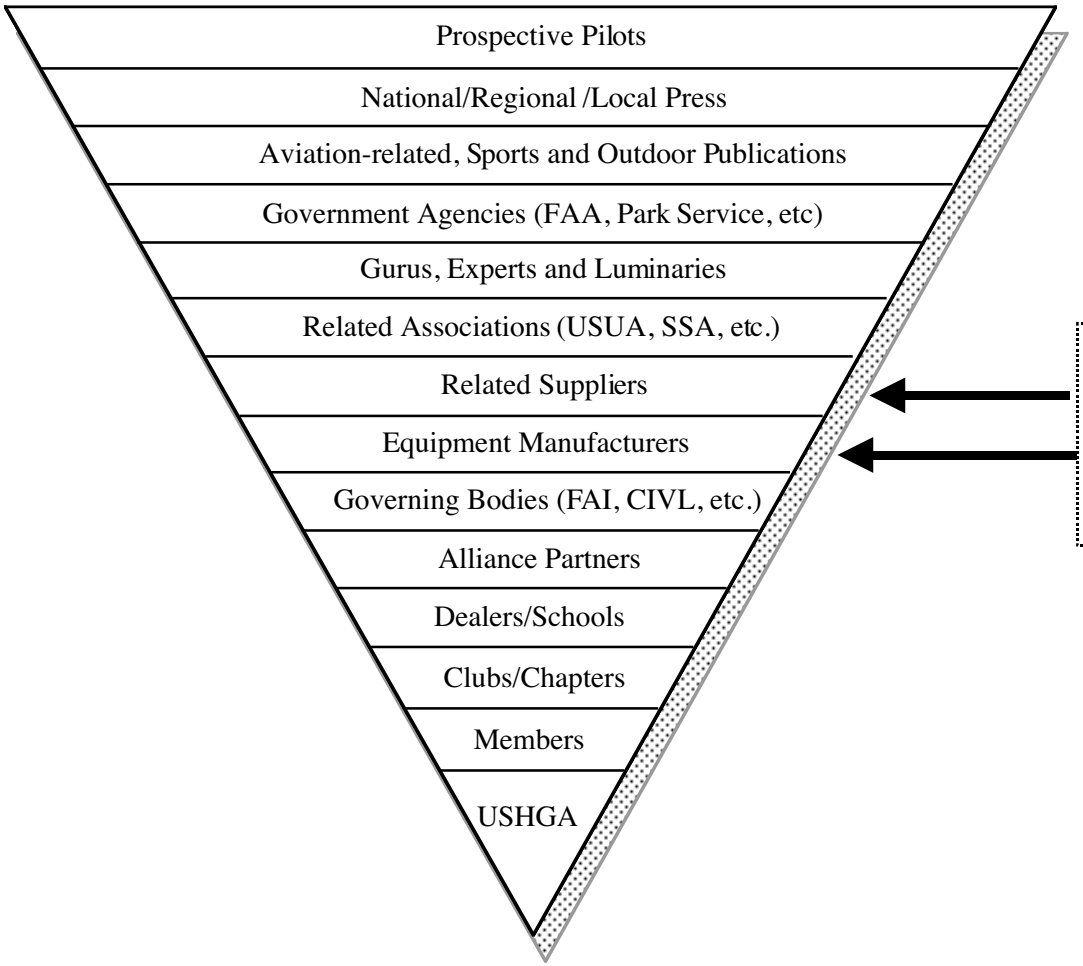
- Teach how to build relationships with the press and maximize exposure
- Business/organizing tips?
- Other?

For Alliance Partners and Governing Bodies



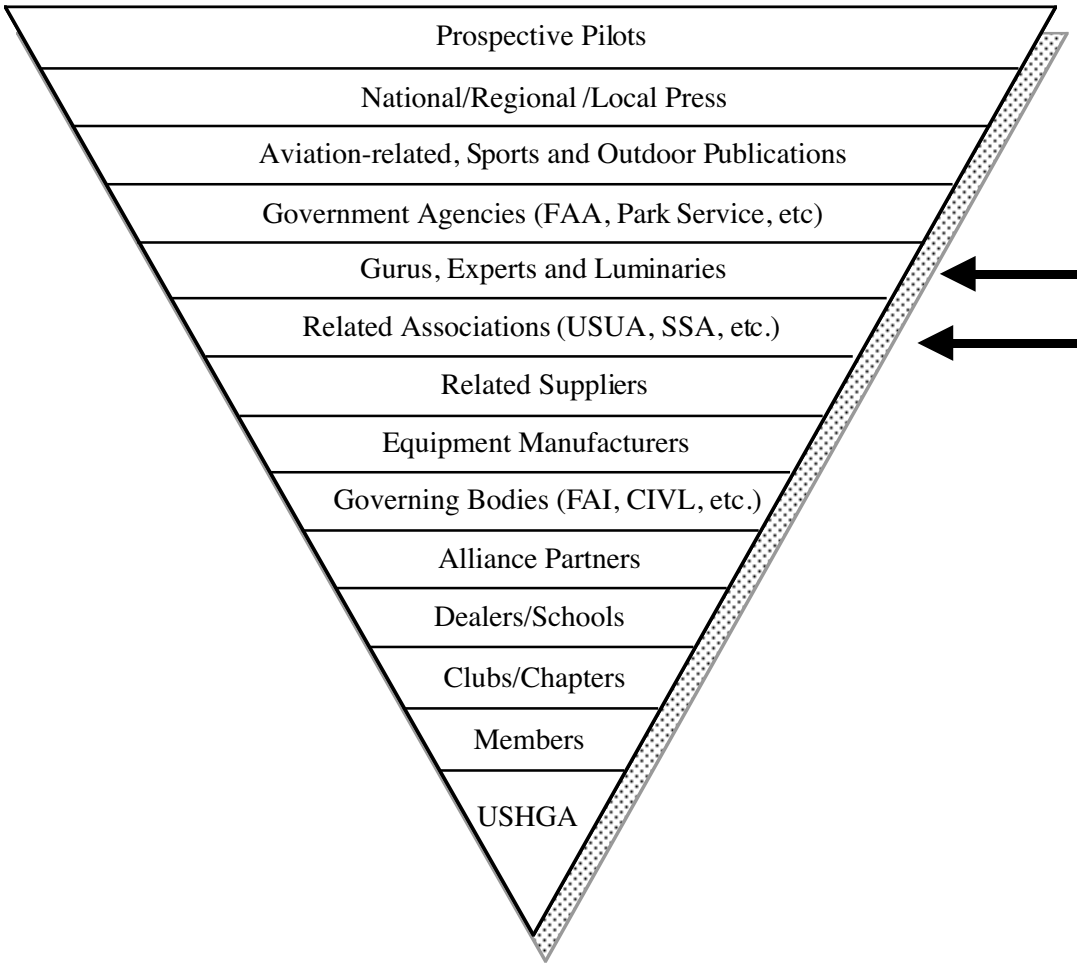
- Periodic updates and progress summaries
- Other?

For Manufacturers and Suppliers



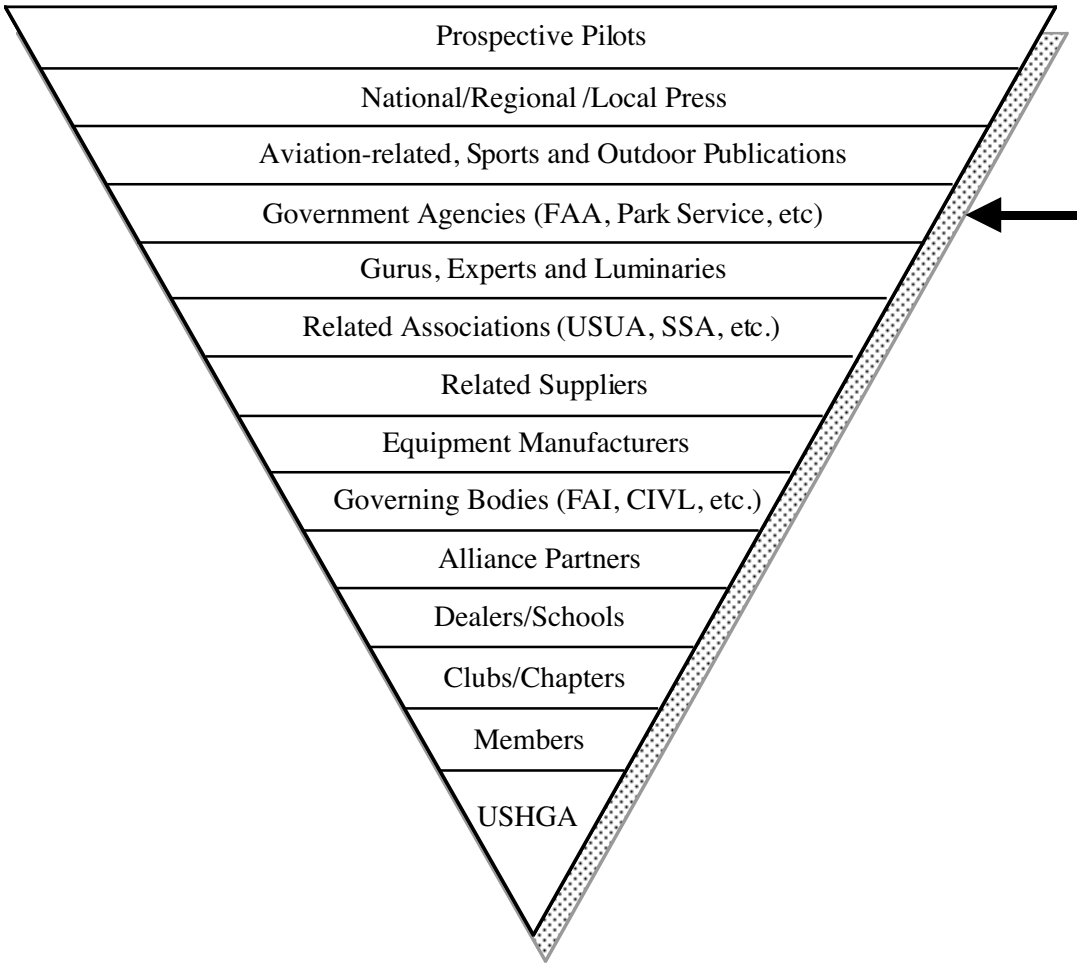
- Strategy and business review tours
- HGMA/USHGA conferences?

For Related Associations and Industry Experts



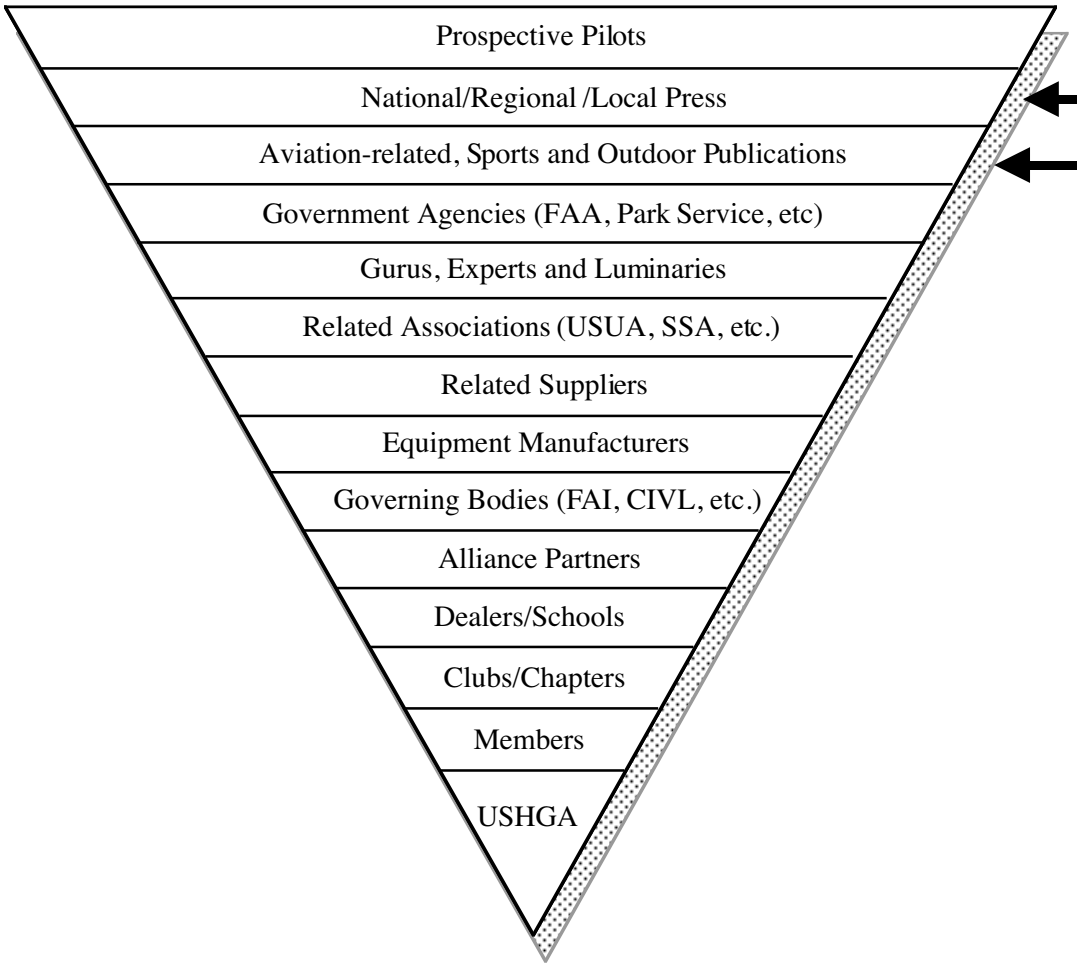
- Periodic updates and progress summaries
- Information exchanges (the stuff Jayne already does)
- Cooperative programs?
- Other?

For Government Agencies



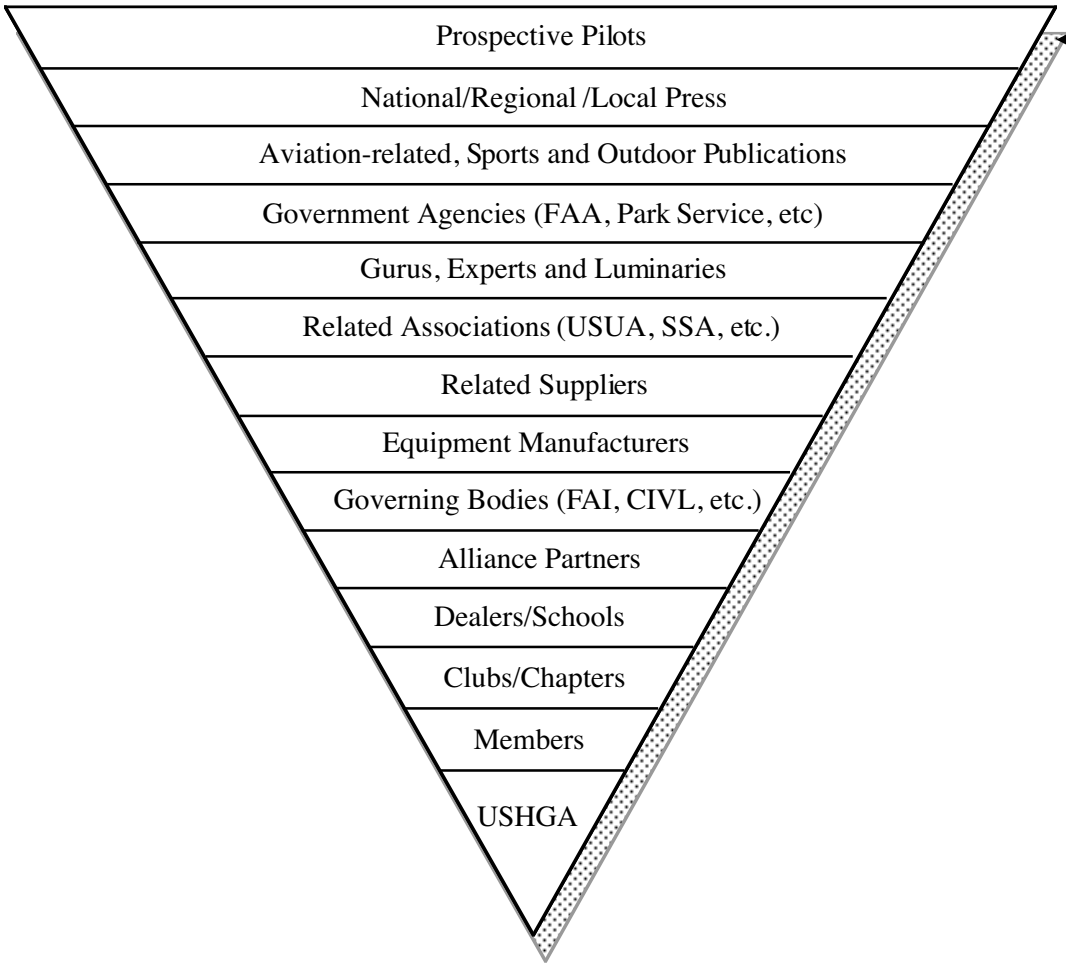
- USHGA booth at SSA Convention
- Other FAA bonding opportunities? (ask Dave B)
- Park Service campaign?
- Other?

For Press and Media



- Identify 10-15 top tier editors in each category
- Designate relationship builder within USHGA

For Prospective Pilots

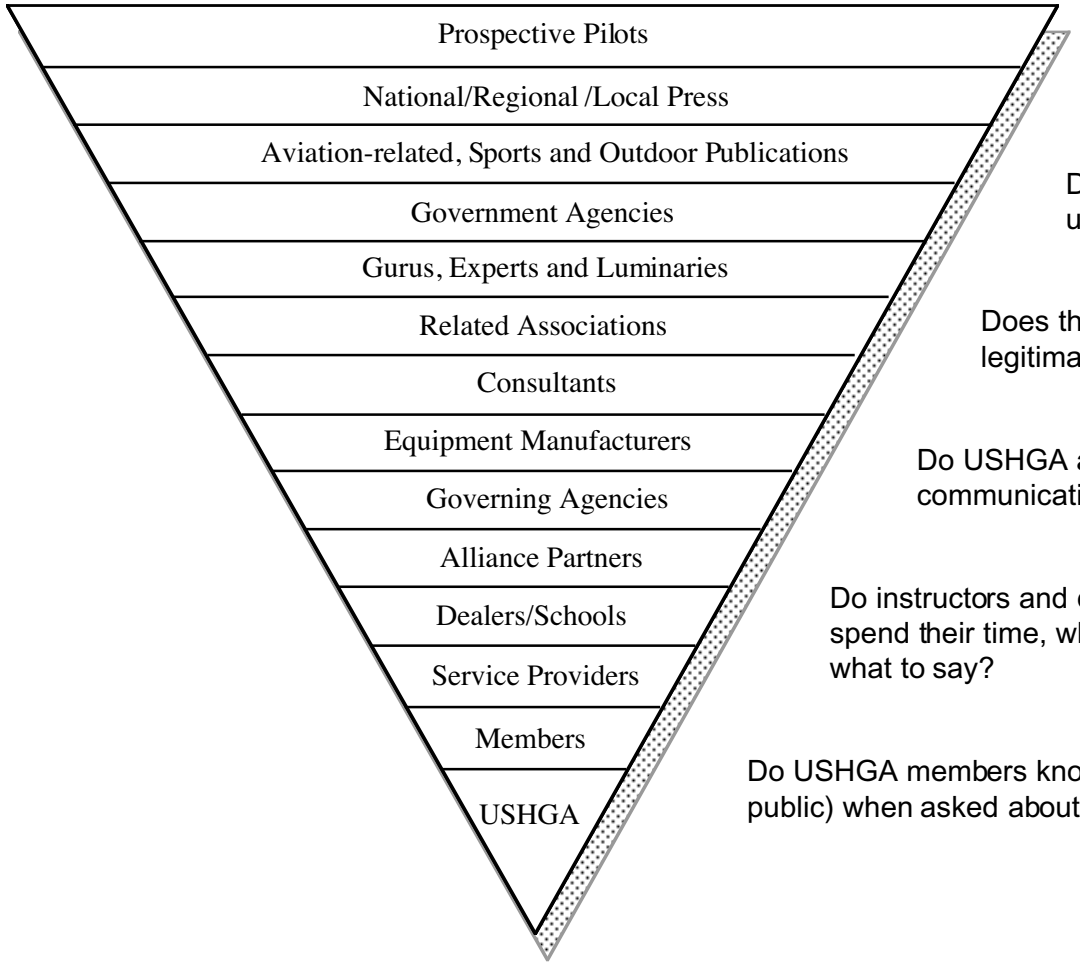


- USHGA booth (or tent) at selected sporting or outdoor events
- Offer demo and discovery flights
- Use USHGA *Discover* DVD video series as give-a-ways
- Test program at Sun 'n Fun and Oshkosh (see next page)

Example Program

Program Name:	Demo-based marketing at outdoor sporting events: Sun 'n Fun and Oshkosh
Target audience:	Aviation and outdoor enthusiasts
Contact person:	Davis Straub, Competition Committee Chairman
E-mail:	davis@davisstraub.com
Amount requested:	$25,500
Use of Funds-1:	Train three persons to run in tandem the scooter tow operation: $4,500
Use of Funds-2:	Purchase (and continue to hold title to) needed equipment (scooter tow setup and WW Condor with tandem wheels): $11,000
Use of Funds-3:	Entry/booth fee: $5,000. (Sun 'n Fun and Oshkosh)
Use of Funds-4:	Professional liability insurance: $5,000. No need for USHGA membership as no need for third party liability insurance. This reduces the cost of the ride.
Program Description:	This program emulates the successfuk marketing techniques used by American Rock Climbing (ARC) (http://www.americanrockclimbing.com). ARC sells climbing walls for about $40,000 that individuals and couples take around with them to fairs to sell climbs on. For USHGA, the idea is to take the Steve Wendt low power, low and slow scooter tow setup to Sun 'n Fun and Oshkosh, (and as many other fairs, etc. as possible) and give people a chance to actually hang glide (safely). A crew would be trained by Steve Wendt at his place in Virginia. He would set them up with a scooter tow setup and they would set up at the above fairs. They would have to work with John Harris at Kitty Hawk to get into Sun 'n Fun. He has a booth.
Key Issues:	Follow up. There need to be instructors nearby who can handle the students who after their first ride want to do more and learn how to fly. Perhaps this won't be in place in 2006, except in Wisconsin, Virginia, the Bay Area and a few other places. But, we can start with this in 2006 and work out the bugs and in parallel create the hang gliding scooter towing instruction infrastructure.
Proposed dates:	Beginning March 2006. To be completed by Labor Day 2006. This is an annual program although the equipment costs are not
Definition of success:	The crew trained to do this sticks together threw the whole season, does a lot more than these two shows, makes money and supports themselves, works with local hang gliding instructors to get them business, doesn't hurt anyone, gets 2,500 people to fly. We get the fairs to ask us to come back. More crews and business set up their own operations like this, more hang gliding instructors come to the Steve Wendt clinics so that they can provide follow up instruction. The crew and other crews want to come back and do it again in 2007.

Measuring Effectiveness



Do prospective pilots know how to find HG/PG instructors and suppliers?

Does the press accurately describe the unique attributes of foot-launched aviation?

Does the aviation industry see us as a legitimate form of aviation and help support us?

Do USHGA alliance partners support our communications efforts?

Do instructors and dealers know where to spend their time, who to focus on, and what to say?

Do USHGA members know what to say (in public) when asked about the sport of HG/PG?

When an entire industry delivers a cohesive message, the results are miraculous