

EAA and NAFI

# The Business of Sport Pilot How to increase CFI income



Where, what , who, how, and more

Jack Vandeventer, MCFI  
EAA AirVenture  
July 2007

# Who is Vandeventer?

## Bio: Jack Vandeventer

**J. W. (Jack) Vandeventer, Ph.D., C.P.M., CFI-I, AGI, IGI is an FAA Gold Seal Instructor and a NAFI Master CFI. He has been flying for over 25 years and is a relative rookie with over 2200 hours. He loves to fly his '82 Super Cub. His real flight instructing interest is helping broaden flight experience for his students. Sometimes his students are other flight instructors that are looking to expand their flying related sources of income. Jack uses his tail wheel talent, primary and instrument instructing opportunities in the classroom setting and in the air to expand horizons and learn. He does this along with his keen interest in seeing experienced or beginning pilots develop the confidence to fly better on their own.**

**Jack will be addressing the Sport Pilot landscape. Sport Pilot is another opportunity to add to the freedom of flying. When you head to the airport be ready to help the next person through the door with their flying-related needs. Be ready with Sport Pilot requirements and ratings. Advertise to pull in your next customer. Tell them what you offer that meets their needs. Play to their interests and dreams. Come discuss your views on instruction and exchange opportunities to add to your skill and flight toolbox. Be ready. Whether you are an ultralight instructor and want to add Sport Pilot, or a high performance, instrument specialist, your next student may come to you through Sport Pilot.**

**Jack flies from Indianapolis Executive (TYQ) with Eagle Flyers, part of Montgomery Aviation. He started flying with the Winged Spartans (Michigan State University) from East Lansing, Michigan and has been in Zionsville, IN for the past 16 years. He enjoys all aspects of aviation and the freedom that it brings to his family to travel and visit many part of these United States. You can contact him at [jwvandeventer@hotmail.com](mailto:jwvandeventer@hotmail.com) or at 317-370-7410.**




# Business card details

Jack instructs on his own and through Montgomery Aviation and Eagle Flyers at TYQ telephone 317-769-4487

**Jack Vandeventer, MCFI**  
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**Zionsville, IN 46077**  
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**Give me your email address  
 and I will send you these slides**

**Jack Vandeventer**  
 Master Certified Flight Instructor



CFI-I, AGI, IGI  
 Tail wheel  
 Sport Pilot  
 Instrument  
 High Performance

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U.S. DEPARTMENT OF TRANSPORTATION FEDERAL AVIATION ADMINISTRATION		(FAA USE ONLY) <input type="checkbox"/> PILOT BRIEFING <input type="checkbox"/> VNR			TIME STARTED	SPECIALIST INITIALS
<b>FLIGHT PLAN</b>						
1. TYPE	2. AIRCRAFT IDENTIFICATION	3. AIRCRAFT TYPE SPECIAL EQUIPMENT	4. TRUE AIRSPEED	5. DEPARTURE POINT	6. DEPARTURE TIME	7. CRUISING ALTITUDE
<input type="checkbox"/> VFR <input type="checkbox"/> IFR <input type="checkbox"/> DVFR			KTS		PROPOSED (Z) ACTUAL (Z)	
<b>8. ROUTE OF FLIGHT</b>						
9. DESTINATION (Name of airport and city)		10. EST. TIME ENROUTE HOURS MINUTES		11. REMARKS		
				<b>Call Jack to go fly</b>		
12. FUEL ON BOARD HOURS MINUTES		13. ALTERNATE AIRPORT(S)		14. PILOT'S NAME, ADDRESS & TELEPHONE NUMBER & AIRCRAFT HOME BASE		15. NUMBER ABOARD
				17. DESTINATION CONTACT/TELEPHONE (OPTIONAL)		
16. COLOR OF AIRCRAFT		<small>CIVIL AIRCRAFT PILOTS, FAR 91 requires you file an IFR flight plan to operate under instrument flight rules in controlled airspace. Failure to file could result in a civil penalty not to exceed \$1,000 for each violation (Section 901 of the Federal Aviation Act of 1958, as amended). Filing of a VFR flight plan is recommended as a good operating practice. See also Part 99 for requirements concerning DVFR flight plans.</small>				

FAA Form 7233-1 (8-82) CLOSE VFR FLIGHT PLAN WITH \_\_\_\_\_ FSS ON ARRIVAL



# Examples of Light Sport Aircraft



Legend Cub  
American Legend Aircraft Company



RANS S-6ES Coyote II  
<http://www.rans.com/>

**1320 lbs, 120 knots, two people**



SlipStream Genesis  
<http://www.slipstream.bz/genesis.htm>



Tornado II  
<http://www.titanaircraft.com/index.php>



Uncommon Valor by Spectrum  
Aircraft  
<http://www.spectrumaircraft.com/valor.shtml>

# What's in your Sport Pilot BusPlan?

- Get the word out to customers
- Build posters at your Airport
- Tie to your local hotels
- Do you know what aircraft are in your logbook and available to use?
- Get educated to improve or expand your skill set and instructor tool kit
- Plan your income and resource stream



Uncommon Valor  
by Spectrum  
Aircraft  
<http://www.spectrumaircraft.com/valor.shtml>

# Get the word out

- Review your accounts and find out who used to fly and send them an update
- Discuss medical changes
- Tell them about the aircraft
- Invite them to come to the airport
- Invite them back into the aviation family
- There are worse places to 'hang out'





# Build your Airport poster

- Use YOUR airport
- as the backdrop
- Get pictures from the net  
<http://www.sportpilot.org/index.html>
- Hire a local high school whiz that can make a computer really hum (that wants to learn to fly!)
- Print your poster (letter size) and take to local businesses and local eateries
- Share the key points that you think will bring in business



Tornado II  
<http://www.titanaircraft.com/index.php>

# Tie to your local businesses

- Encourage folks to come for the weekend
- Bring in business for each other
- Hotels, rental cars, restaurants = business
- Take your poster to their bulletin board
- Send poster or articles to your local newspaper
- Invite the local newspaper writer to your airport to try out the Sport Aircraft



SlipStream Genesis  
<http://www.slipstream.bz/genesis.htm>



# What Light Sport planes do you fly?

- How can you instruct if you don't have the log time? Find an owner and get the PIC time.
- Trade five hours for a Flight Review
- No Light Sport Aircraft available? Find a candidate and arrange a lease-back deal.
- Target what you believe will rent in your area (can you spell seaplane?)

# Light Sport Certified Aircraft Models (130)

Make	Models	Make	Models
• Aeronca	11AC, 11BC, 50-C, F, S, TC, TL	• Porterfield	40, 50, 55, 65
• Aeronca	60-TF, 65- C, CA, TAF, TAL, TC, TF, TL	• Quicksilver	GT500
• Aeronca	7AC, 7BCM, 7CCM (L-16B), 7DC	• Taylorcraft	A, BC, BC12-65, BC12-D, BC12-D1
• Aeronca	C, C-2, 3, CF	• Taylorcraft	BC12D-4-85, BC12D-85, BC-65
• Aeronca	K, KC, KCA, KF, KM, KS	• Taylorcraft	BCS, BCS12-65 Seaplane Taylorcraft
• Aeronca	L-16A, L-3, L-3D, L-3J	• Taylorcraft	BCS12-D Seaplane, BCS12-D1 Seaplane
• Aeronca	O-58A (L-3A), O-58B (L-3B, L-3C), PC-3	• Taylorcraft	BCS-65 Seaplane
• Aeronca	S-50-C, S-50-F, S-65-C, S-65-CA, YO-58	• Taylorcraft	BF, BF12-65, BF-60, BF-65 Taylorcraft
• Ercoupe (Univair)	415C, 415CD	• Taylorcraft	BFS, BFS12-65 Seaplane Taylorcraft BFS-60
• Interstate	S-1 Cadet, S-1A, S-1A-65F	• Taylorcraft	BL, BL12-65, BL-65, BLS
• Interstate	S-1A-85F, S-1A-90F	• Taylorcraft	DC-65 (L-2, L-2C)
• Interstate	S-1A-90F	• Taylorcraft	DCO-65 (L-2A, L-2B) but not L-2M
• Luscombe	8, 8A, B, C, D	• Taylorcraft	DF-65 (L-2E), DL-65
• Piper	E-2, F-2, J-2	• Taylorcraft	L-2F, L-2G, L-2H, L-2J, L-2K
• Piper	J-3, J3C-40, J3C-50, J3C-50S		
• Piper	J3C-65, J3C-65S Seaplane		
• Piper	J3F-50, J3F-50S, J3F-60, J3F-60S		
• Piper	J3F-65, J3F-65S, J3L, J3L-65S		
• Piper	J3L-S, J3P, J4, J4A, B, F		
• Piper	L-4, L-4A, L-4B, L-4C, L-4D, L-4H, L-4J		
• Piper	NE-1, NE-2		
• Piper	PA-11, PA-15, PA-17		



# Skills to be successful

Potentially a few additional skills may be needed including:

- Spelling (it's really Flight)
- Interpersonal communication (one on one)
- Marketing
- Copy writer
- Accountant (anyone owe you for any work?)

# What does your business card say about you?

## What does your potential client need to know about you? What questions does your client have?

Some may be too simple yet is needed information:

- Your name
- Your telephone number
- Best way to contact you
- Your email address
- What do you do?
  - Speak to groups about aviation
  - Teach people to fly
  - Teach ground school
  - Help people buy planes
  - Prepare people for the written exam
  - Take people that want to fly flying
  - Introduce new pilots to the local area
  - Help people to learn about careers or hobbies in aviation

Jack Vandeventer, Master Flight Instructor  
H:317-873-0237, M: 317-370-7410

[jvwandeventer@hotmail.com](mailto:jvwandeventer@hotmail.com)

Anything related to flying and Fun airplane stuff

- Instructing, airplane and classroom
- Speak to your group
- Vintage, new, high performance
- Sport pilot, advanced, commercial,
- Instrument, tail wheel
- Cessna, Beech, Piper, American Champion



# Sample Card: Be approachable

## **Ima Flightinstructor,**

**\$ATP, CFI-I, BGBJ**

**\$High Performance**

**\$People and Aircraft Only**

**\$Fly for big money**

**\$Exclusive business relationships**

**\$My phone number is unlisted**

**\$I don't know how *YOU* got this card**

**\$I won't work for you**

**\$I don't return phone calls**

**\$Have your Admin call my publicist to do lunch**



# Here's my business card

- Use PowerPoint software
- Decide what you want to say
- Add color if appropriate (cost goes up 3x for color)
- Make it easy to read
- Be professional
- Have fun (call Jack to go fly)
- Takes 15 min (to drive to Kinko's)
- Cost: \$26.00 for 500 b/w cards
- Cost \$72.00 for 500 in color



↓ Actual size ↓

**Jack Vandeventer** 

Master Certified Flight Instructor

CFI-I, AGI, IGI  
Tail wheel  
Sport Pilot  
Instrument  
High Performance

JW Vandeventer  
130 Camden Court  
Zionsville, IN 46077  
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C: 317-370-7410  
jwvandeventer@hotmail.com

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I. TYPE		II. AIRCRAFT IDENTIFICATION		III. AIRCRAFT SPECIAL EQUIPMENT		IV. PILOT ABILITY		V. DEPARTURE POINT		VI. DESTINATION POINT		VII. CLOSING ALTITUDE	
VIII. ROUTE OF FLIGHT													
IX. DEPARTURE (Month, day, and hr)				X. EST. TIME ENROUTE (SEPERATE MINUTES)				XI. REMARKS					
								Call Jack to go fly					
XII. PILOT ON BOARD (HOURS MINUTES)				XIII. AIRCRAFT ADDRESS				XIV. PILOT NAME, ADDRESS & TELEPHONE NUMBER & AIRCRAFT REG. NO.				XV. NUMBER ABOARD	
								XVI. DISTRIBUTION CONTACT INFORMATION (OPTIONAL)					
XVII. COLOR OF AIRCRAFT				XVIII. CIVIL AIRCRAFT PILOTS FOR TO receive a VFR flight plan to operate under instrument flight rules in controlled airspace, reference to the manual should be made to the FAA for each situation (Section 91.177 of the Federal Aviation Regulations, 14 CFR, Part 91.177). This flight plan is recommended as a good operating practice. See also Part 91 for requirements concerning VFR flight plans.									

FAA Form 7230-1 (4-81) CLOSE VFR FLIGHT PLAN WITH \_\_\_\_\_ P55 ON ARRIVAL.

Email to Kinko's to print  
Print two sided





# Get educated. Expand your instructor tool kit

- Need qualifications to handle Light Sport Aircraft (LSA)
- Need to find a way to rent an aircraft
- Find local ultralight groups
- Find local ultralight instructors that can cross over to LSA
- Everybody loves a Cub
- Create awareness

# Instructing in Light Sport

- Tools
  - Good intercom is necessary
  - Have headsets to loan
  - Use lesson plan
  - Work for proficiency
  - Tail wheel instruction: front seat of J3
  - Taxi to wheels
  - Grass works best for most early on

# Relax, day VFR

- Enjoy your customers/students
- Get to know them
- Learn why they want to fly
- Learn why they left flying before
- New pilot training, the way it used to be
- Teach foot work starting on the ground
- Get a Map, compass, relearn your airport neighborhood

# Your 2 x 2 Ad Sells You

## **Always wanted to Fly? Don't know where to start?**

Call Jack Vandeventer

- Flight Instructor
- Sport/IFR/Comm

Indianapolis Executive Airport

Call: 317-873-0237 evenings

Call: 317-370-7410 cell/weekends



## **Want a Special Gift?**

### **Give the gift of a first flight!**

Call Jack Vandeventer

- Flight Instructor
- Sport/Instrum/Comm

Call: 317-873-0237 home/evenings

Call: 317-370-7410 cell/weekends

Fly from your local airport and save



# Teach Ground School

## Learn to Fly Start on the Ground

All course material needed

- Sport Pilot
- Private Pilot
- Commercial Pilot
- Instrument Rating

### Private or Group

- Group Instruction at Airport,
- Local Junior college
- Adult Center

### Get materials from

- Jeppesen
- Adventure Productions Store
- King Schools
- Sporty's Pilot Shop

## Learn to Fly Start on the Ground

*Learn about the new Sport Pilot*

- Advanced ratings: Private, Comm, Instrument

### Private (home/office) or Group

- Group Instruction at Airport,
- Local Junior college or Adult Center

**Proven Curriculum, *Easy to learn***

**Expert local instruction by**

**Jack Vandeventer, MCFI-I**

*Learn to fly after the class or during*

**Call or email for more info at**

**317-370-7410 anytime**

**[jwvandeventer@hotmail.com](mailto:jwvandeventer@hotmail.com)**

# Teach Ground School

## Want to make \$10,000 from Ground Schools

Considerations: How many classes to teach? 6/year?=50 weeks?  
3 sport at 5 weeks, 2 private, 1 instrument= 1 new class every 2 months

Course radius from your home: 20-30 miles??

- Suitable space at the Airport or Adult learning centers
- Need a conference room to seat 10-15 with room to spread out
- Video/DVD or computer equipment and white board for explanations
- Adequate parking
- Refreshments: vending area
- Order materials from Curriculum of choice
- Advertise** for your course
- Plan in advance: two nights per week?
- Alternate instructors? Do you want to team teach? AGI, IGI, CFI?
- Price for your time and for materials:
  - 6-8 weeks x 6 hours/wk = 36-48 hours from 6:30 to 9:30pm
  - Your rate: \$40/hr x 50 hours = \$2000/10 students
  - Per student: \$200 + materials @ \$150= \$350/course





# Speak to groups

## How do you get started? Get your name out

- FAA Wings Proficiency program
- Contact your local Speakers Bureau. Get on their listing.
- Send your flyer to local airports
- Get mailing lists from local airports
- Post your flyer in local FAA Medical Examiners Offices
- Do you know who your local AOPA airport advocate is?
- Do you know your local EAA Chapter officers?
- Do you have a 99s group?
- Do you have a local Women in Aviation group?
- Do you know your local Boy Scout Council, District or Troop?
- Do you have your own Website?

# FAA Wings Program bulletin



## *The FAA's Wings Program*

### ***WINGS Proficiency program comes to Eagle Flyers at Indianapolis Executive (TYQ)***

Two different WINGS FAA-sanctioned safety seminars will be presented for Eagle Flyers and friends (if you know another pilot, you are welcome to bring them with you).

- ***What seminars?***

- 1) ***Weather Tactics on June 14 (Tuesday) 7:00 to 8:30pm***

- 2) ***Spatial Disorientation on June 16 (Thursday) 7:00 to 8:30pm***

- ***Where? Indy Exec- Come to the main desk for location details***

- ***What to bring? A notepad and pen for questions***

- ***Presenting: Jack Vandeventer, CFII, Master CFI and FAA Gold Seal, one of our excellent flight instructors***

- ***Registration: Call 317-769-4487 to put your name and your friend's name on the list so we have enough WINGS cards available***

- ***Open to Ultralight Pilots, Sport Pilots, Private Pilots: All pilots are welcome!***

WINGS is an excellent way to gain proficiency and expand your flight knowledge.

# Tell folks that you fly and instruct

## How long have you been flying?

- **Ever surprised by folks that did not know about your passion for flying?**

Tell them about your flying and invite them to experience your **brand** of aviation!

- Invite them to fly
- Invite them to the airport
- Invite them to go for the \$100 hamburger or breakfast
- Talk to their kids about careers and hobbies around aviation
- Help kids get part-time jobs at your local airport
  - washing planes
  - mowing
  - "summer internships" for the experience

# Excellent Customer Service in Aviation

## How is Excellent Customer Service in Aviation different?

### Guidelines:

- Return calls in a timely manner (within one day). Empty your voice mail.
- Return all email.
- Never** miss an appointment to fly or talk or teach.
- Keep only one CALENDAR (home, office, flying, kids events).
- Put all your time commitments on this one calendar.
- Be on time and be professional.
- Send accurate and documented invoices each month.
- Use a standard curriculum for all training and keep notes on all students.
- Have your students sign your log book just like you sign their logbook
- Track your ground instruction like your flying instruction.
- Charge for your time from start to wrap up (separate ground from flying).

**What would you add to this list?**

# Part time or full time?

- Customers pay for your attention
- Encourage a personal trainer relationship
- Get to know other instructors in your area
- Refer students that want or need something different to another instructor
- Your schedule and personality may not fit all
- You can't beat being at the airport
- Create business for your FBO
- Get to know your local examiners

# Get to know your local FAA staff

- Where is your FSDO? Ever been there?
- Where is the closest Flight Service Station?
- What do you know about the Gold Seal Program?
- How is Gold Seal and NAFI Master Instructor similar?
- Be a resource.
- Get to know the Designated Examiners
- Conduct a Wings event, call your FSDO





# Plan your income & resource stream

- Do you have time for LSA? 10 to 100%?
- Listen to instructors that come to you for work and offer Sport Aircraft as a specialty
- Use LSA as a link to past customers
- Use LSA as a bridge to get new pilots flying faster and move to higher ratings
- Work this new possibility to your advantage



# More Opportunities!



**Call NAFI at 920.426.6801 [nafi@eaa.org](mailto:nafi@eaa.org)  
Join NAFI (tell them Vandeventer sent you)  
Register As a LSA Instructor on EAA**



# Business: Conclusion

- New opportunity to reach out
- New chance to improve your operation
- Way to improve your Customer Touch
- Open doors to flying faster
- Thanks for participating
- Good Luck with Sport Pilot



# Make your marketing pay off



Thank you for  
the Sport Pilots  
of the Future