

Safety outreach

BY BRUCE LANDSBERG

As I write this report and reflect on last year's success, I'm reminded of Sir Winston Churchill's quote that success is never final and failure is never fatal. In aviation, that latter statement isn't always correct, but despite all the economic gloom we are eagerly anticipating 2009. The AOPA Air Safety Foundation continued with unprecedented outreach in 2008, reaching close to 200,000 individual pilots with targeted safety education. More than 40,000 pilots attended our premier live safety seminars, and ASF recertified almost 12,000 flight instructors. The ASF development team produced more than one dozen award-winning online educational products, dominating an education industry online course awards competition. Online course completions averaged more than 25,000 each month—several years ago we thought that 3,000 a month was pretty good.

Although ASF reached new heights in 2008, there were several high-profile accidents, proving that risk never takes a holiday and neither should pilot safety efforts. We can't rest on our laurels, so more innovative safety products are scheduled for this year. Topics will include IFR procedures, accident re-creations, continuing weather education, and decision making, just to name a few. Visit the Web site (www.asf.org) regularly to see what's new. If you'd like the opportunity to comment, I also have a weekly safety blog on ASF's home page.

Industry/government partnership

Most pilots see only the "front side" of ASF; however, there are some very successful partnerships with industry and government that enhance our ability to be on target with the right program at the right time. The AOPA Insurance Agency's Accident Forgiveness Program now has four participating underwriters. In this unique program, if a pilot takes one ASF live or online course every six months and has an accident or incident, the deductible and the ensuing premium increases are waived. That's incentive!

Our relationships with leading aviation universities expanded in 2008. ASF is privileged to call Embry-Riddle Aeronautical University, University of North Dakota, and Middle Tennessee State University partners in reaching collegiate aviators

with our safety message. Students at these institutions and others will see even more ASF safety education in 2009.

Along with our industry partners, our relationship with the FAA remains focused on improving general aviation safety. In 2009 AOPA, ASF, and the FAA will join together to address runway safety. This relationship is already bearing fruit. The April issues of *AOPA Pilot* and *AOPA Flight Training* included an *FAA Runway Safety* DVD and safety booklet. The FAA is also generously sponsoring a new ASF runway safety online course.

Security education

In the coming months ASF will release an online tutorial designed to help pilots to learn new border-crossing procedures using Customs and Border Protection's new online tool, eAPIS. In partnership with AOPA, ASF is helping pilots avoid enforcement action by understanding new policies and procedures.

Reaching CFIs

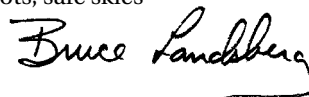
ASF is the largest nongovernment provider of instructor renewal, but there will be still more outreach to CFIs in 2009. Instructors can find teaching tips and industry updates, and increase their instructional knowledge with the *ASF Instructor Report*, which is sent to all CFIs quarterly. Look for some new instructional products later this year.

Fuel for the engine

The year 2008 was a success by any measure and 2009 is full of opportunity, but first-class safety education can't happen without support from pilots like you. ASF is funded by tax-deductible pilot donations, not AOPA dues. If you've taken an ASF online course, attended a live seminar, or read any of our safety publications and found them useful, please help support future courses to improve our safety record. For support opportunities go to www.aopa.org/asf/development or call 301-695-2078.

Thank you!

Safe pilots, safe skies



Bruce Landsberg
ASF President

