



*Future Home of the*

San Joaquin Valley Aviation History Museum  
Residential Airparks of the World Museum  
Youth Aviation Resource Center

## **Business Plan**

*Future Site Address*  
4344 Spaatz Ave  
Fresno, CA 93722

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(This document available on the website)

# Introduction

The Bill Smilie Aviation Center is a charitable educational project created and operated by Experimental Aircraft Association Chapter #376 (EAA376).

EAA376 was chartered and incorporated in 1972 as Kings River Area, California E.A.A. Chapter 376. In 2002 a vision began to develop among the membership to serve our membership, community and aviation in a more significant capacity. In 2004 EAA376 was granted an advance ruling by the IRS as a tax exempt 501(c)(3) corporation. The vision has evolved over time to the project described in these pages.

We have combined **unique positioning** and **resources available** to us to form an operation that we call the “Bill Smilie Aviation Center.” The services for youth of the Bill Smilie Aviation Center are currently in operation. Once our chapter hangar is built we will have more opportunities for youth to interact with the aviation community.

## **Unique Positioning:**

- Based at Sierra Sky Park, the first residential airpark in the World.
- Offered a donation of land to honor Bill Smilie, the founder of Sierra Sky Park.
- Based in the center of the San Joaquin Valley.
- An environment exists in our educational community that places high value on providing real world experiences for students.

## **Resources Available:**

- Large membership of aviation enthusiasts eager to perpetuate a love of aviation.
- Affiliation with a strong parent organization, EAA Oshkosh.
- Affiliation with YoungEagles.org.
- Access to free ground school for youth and scholarships for flight training.
- Affiliation with college Aviation degree program via Utah Valley University.
- Substantial network of local aviation associations.
- Substantial support in the local community for opportunities for youth to interact with adults in ways that support academics and achievement.
- Affiliation with local school districts and youth organizations.

## **Current Status:**

We own a commercial lot at Sierra Sky Park free and clear. We have an approved building plan for a 6000 sq ft hangar. We have spent about \$60,000 on the project so far and have over \$20,000 on hand. We have established relationships with the educational community and have several off-site services for youth. We are implementing a broad based fund-raising campaign targeting \$300,000 to complete the building and grow our youth programs.

## **Summary:**

The following pages present our business plan and substantiation for this project. We invite you to participate in any capacity that serves your objectives.

## **Statement of Purpose** (for this project)

**Mission Statement:** We use aviation as a tool to help get youth excited about academics and achievement.

**Explanation of the Mission Statement:** We use the fascination that many people have with aviation as a tool to inspire youth to enjoy and seek the practical application of academic disciplines. The Bill Smilie Aviation Center provides ways to have fascinating experiences in math, science, technology, history, geography, physics, chemistry, photography, meteorology, language, government, law, psychology, physiology, graphic arts, journalism, politics, aerospace, business and more.

We use the story of Bill Smilie's accomplishment to encourage youth to dream big, develop a plan to achieve their dreams and work toward the achievement they desire. In short the Bill Smilie story is that he managed to change state laws, DMV code and local ordinances to provide for the creation of the first residential air park in the world overcoming substantial barriers. One of the many life lessons is contained in a quote from Bill's widow, Doris Smilie: "Just because it has never been done that doesn't mean it can't be done."

We use the passion that our members have for aviation to encourage young people to reach for experiences in life that will fulfill them and drive them toward rewarding accomplishments. We encourage all young people regardless of background or circumstances to reach for the "pursuit of happiness" which is one of the three unalienable rights in the Declaration of Independence.

Through the experiences offered by the Bill Smilie Aviation Center we expect some youth to pursue higher education in subjects for which they discover a passion. We expect other youth to complete secondary education and pursue vocational education or employment in areas that fascinate them. We expect all participants to develop a deeper appreciation for the Central San Joaquin Valley. We hope that many of the young people involved in our programs will develop roots in the Fresno area and choose to thrive here through their adult life.

## **Elements of the Bill Smilie Aviation Center**

### **San Joaquin Valley Aviation History Museum**

The specific purpose of the San Joaquin Valley Aviation History Museum is to document the aviation experiences of the San Joaquin Valley and its residents via displays in the hangar, rotating community displays, school projects, online and website content.

### **Residential Airparks of the World Museum**

The specific purpose of the Residential Airparks of the World Museum is to document Bill Smilie's contribution to society and the proliferation of residential airparks through the world via displays in the hangar, rotating community displays, school projects, online and website content.

### **Youth Aviation Resource Center**

The specific purpose of the Youth Aviation Resource Center is to provide a variety of experiences utilizing aviation for young people to explore the practical application of academic subjects. This includes flight experiences, flight simulators, piloting materials, aircraft building projects, static aircraft exhibits, web based resources, seminars, workshops, field trips, school projects, interaction with pilots, builders, repairmen and more.

### **For Our Membership**

The specific purpose of this project for our membership is to provide an outlet to use our hobby and passion for aviation in a way that helps youth engage in more fulfilling and successful lives. This project will provide the opportunity to interact with young people in positive community building experiences. Our members will have the opportunity to pass their passion for aviation and personal history to future generations.

## Description of the **Bill Smilie Aviation Center**

### **The San Joaquin Valley Aviation History Museum:**

We have a rich aviation history in the San Joaquin Valley. Many of the first hand witnesses to our aviation history are still available to help document this history. We are working with school organizations to bring students and living historians together to document this history via classroom projects, extra credit assignments and independent study projects.

The results of these projects will be static, mobile and virtual museum exhibits. We will rotate static displays among a variety of locations. We will take mobile displays to school fairs, community events, business exhibits and more. Virtual displays will be Internet based via our website, YouTube, FaceBook and similar venues. Among the items currently on hand for this museum are the portraits of the area aviators that used to hang in the historic Terminal Building at Fresno Chandler Executive Airport.

### **The Residential Airparks of the World Museum:**

Sierra Sky Park was the first residential airpark in the world. We will honor Bill Smilie and Fresno with this museum. We have a collection of historical documents and artifacts. The museum will primarily focus on the inspiring story of the creation of Sierra Sky Park. Secondly, displays will tell the stories of residential airparks that Bill Smilie advised in various capacities. Information about all known residential airparks will complete this museum.



We will work with students and teachers to document this history via classroom projects, extra credit assignments and independent study projects. The results of these projects will be static, mobile and virtual museum exhibits. Static displays will rotate among various locations in the Fresno area. We will take mobile displays to school fairs, community events, business exhibits and more. Virtual displays will be Internet based via our website, YouTube, FaceBook and similar venues.

Description of the  
**Bill Smilie Aviation Center**  
(continued)

**The Youth Aviation Resource Center:**

We have the following three programs that will comprise the Youth Aviation Resource Center.

**Academics:**

The academic portion of the Youth Aviation Resource Center will consist of resource and reference material to aid students in working on aviation projects for school credit in a wide variety of subjects. With this resource students will be able to craft school projects that help them connect academic disciplines with real life benefits.

This resource will also include guidance to what is available for aviation college degrees, scholarships and careers.

**Building, Repairing and Maintaining Aircraft:**

We will guide youth into experiences related to building, repairing and maintaining aircraft. This experience will help students to experience the physical application of academic subjects. Some youth may pursue these experiences because of an interest in a related career or simply for the wonder of the experience. In either case the objective is to bring academic subjects to a practical benefit in real life.

**Flying Aircraft:**

Our Young Eagles program provides a free airplane flight for 8 to 17 year olds. Young Eagles over 13 can enroll in free online pilot ground school. The next step is guidance toward scholarships for flight training and college aviation degrees.



## About the Hangar Content

We are preparing to build a 100' x 60' metal hangar on our property located at 4344 Spaatz Ave in Fresno, California. This is located at Sierra Sky Park airport. This building will be the base of operations for the programs described in this business plan.



4344 Spaatz Ave

The hangar we are building will have a dual purpose. First it is a home for the activities of our chapter. Secondly it is a home for the Bill Smilie Aviation Center. It will continue to be owned and operated by EAA Chapter 376 which is a 501(c)(3) California charitable non-profit corporation. The Bill Smilie Aviation Center is not a legal entity but rather it is a project of EAA Chapter 376.

The actual content and use of the hangar will be managed by the board of directors and membership of our chapter. The aviation activities and content in the hangar will be significantly available to youth and the public to experience with our members.

Following is a partial list of what may be located in the hangar at any time.

Chapter supplies and equipment.

Aircraft available for close inspection and discovery.

Aircraft on loan from aviation museums.

Aircraft under construction or restoration.

San Joaquin Valley aviation history exhibits.

Residential Air Parks of the World exhibits.

Sierra Sky Park history exhibits.

Flight simulators.

Aviation resource materials.

Aviation science exhibits.

School projects for various academic subjects with an aviation theme.

The hangar will be used for meetings and events as determined by our board and membership. We may make the facility available for other organizations. We may provide aircraft storage in the hangar. We anticipate that these uses and any possible charges may vary based upon the success of our fund raising programs for construction and operating funds.

## Promotion

This section describes our plan for promoting the Bill Smilie Aviation Center to consumers and donors. We define consumers as schools, youth, youth organizations and families that take part in our programs. We define donors as those who contribute financial support, volunteer support and in-kind support.

### **Brochures and Business Cards:**

Brochures and business cards are distributed at presentations to businesses, schools, community organizations and at our events and meetings.



### **Presentations and Speaking Engagements:**

We are available to make presentations to businesses, schools, and community organizations that have an interest in hearing about our programs.

### **Aviation Community:**

We are actively promoting our projects to numerous local aviation organizations and at related events. These currently include: Aviation schools, valley airports, Central Valley Aviation Association, Valley Ultralights, Civil Air Patrol, Fresno Sheriff's Air Squadron, fly-ins, air-shows, pilot safety meetings, aviation seminars, military bases and the FAA Fresno Flight Standards District Office.

### **Grassroots Donations and Involvement:**

We will conduct a fund raising campaign with aviation themed categories correlated to donation amounts. Starting with a \$10 category called "Aeronautical Chart Foundation", we plan to encourage broad based grassroots support that will draw the public's awareness to our services. Concurrent with the fund raising campaign we will solicit the involvement of students, parents and teachers as consumers and volunteers. More information on fund raising is located later in this document.

### **Community Involvement:**

We are involved with various community and education organizations which all provide opportunity to make our services known.

**Philanthropists:**

We will seek financial support from potential donors with recognition and sponsorship packages. We will use the grass roots support and involvement to show that a large donation will be well leveraged due to the community's receptiveness to the project and due to the all volunteer administration of the programs.

**Media:**

We have enjoyed TV news and Fresno Bee coverage for many years for our Young Eagles events. We will promote the Bill Smilie Aviation Center to the media and seek coverage from TV, newspaper and radio. We are members of the private community reaching out to inspire youth towards education.



**Internet:**



Our website has been active for several years. It serves as a central source of information for the Bill Smilie Aviation Center and its programs. The site will include suggested subjects for school projects, activity registration, supporting organizations and individuals, display of completed school projects, photos, stories and articles. We have postings on You Tube and Face Book. Our newsletter is distributed via the Internet. We send e-mails to keep consumers and donors informed of activities and encourage them to promote our services.



**National Media:**

We will seek national media exposure utilizing support from our National headquarters and utilizing the unique history of Sierra Sky Park, which has repeatedly enjoyed national media coverage.



# Financial Prospectus

The following figures are estimates not based on actual bids.

Building – Metal construction hangar .....	\$70,000
Ground Prep and Retaining Walls.....	\$25,000
Assembly .....	\$40,000
Foundation – Concrete.....	\$46,000
Plumbing .....	\$10,000
Roof .....	\$25,000
Parking Apron .....	\$18,000
Interior Finishing.....	\$25,000
Building Subtotal .....	\$259,000
Museum Trailers (qty=2) .....	\$30,000
Equipping Museum Trailers .....	\$10,000
Estimated startup costs.....	\$299,000

Target fund raising drive \$300,000 - \$500,000

Current financial statements for EAA Chapter #376 available upon request.

# Fund Raising

EAA Chapter 376 is at its roots an organization that exists for the enjoyment of its members. The Bill Smilie Aviation Center is one aspect of our organization where we seek to give back to the community. While doing this we strive to keep the priority of our roots. Therefore our perspective on fund raising is to make it fun. The way we do that is by not asking for big financial sacrifices but rather ask for small easy to afford contributions where donors can find it to be a fun experience. We put the fun into fund raising.

Our initial strategy is that we seek 1000 people to donate \$10.00 per month. For people, companies, clubs and organizations who want to donate more we first insist that they join our list of \$10.00 per month donors. Beyond that they may issue occasional fund raising challenges. These challenges are structured to provide a fun environment which encourages more people to participate in our efforts.

By limiting our “ask” to \$10.00 per month we accomplish these benefits:

1. We promote that \$10.00 per month is a donation amount to be proud of and a complete fulfillment of what we ask for.
2. Donors get to experience giving an affordable amount without being hounded for more.
3. Donors and members find it palatable to invite friends, relatives and associates to help support our effort.
4. A lot of people will achieve a high level of awareness of the ways we use aviation to help get youth excited about academics and achievement. This helps ensure that parents and youth become aware of our programs by word of mouth.
5. We are able to make our programs for youth widely available without restrictions imposed by grants or large individual donors.

The following are examples of fund-raising challenges that could be issued by people or organizations who volunteer that they want to donate more:

1. While attending a General Membership meeting a person could announce that they will buy a bottle of wine for each table that donates \$50 to the Bill Smilie Aviation Center.

2. A business could issue a challenge that they will match every new \$10 per month pledge that we get during a particular month up to a specified limit.
3. A philanthropist could announce they will donate \$20,000 if we fly 400 Young Eagles in a particular year.

Each challenge has the effect of leveraging the donations in ways that are fun and momentum building. We should expect to occasionally fail a challenge. If we never fail to meet a challenge then it's likely that we are not really being challenged. In order to enjoy and celebrate success we need to occasionally fail... but not too often.

The \$10 per month pledge can be accomplished by mailing or hand delivering a check payable to "EAA Chapter 376" once a month or by submitting one or more year's worth of donation as a one time check. In the event of the latter our treasurer will record the donation in our books so that the funds become available at a rate of \$10 per month. We may make credit card, Internet payments and recurring drafts available if donors show an interest in those methods of funding.

The primary method of keeping donors informed and soliciting new donors is through Touch 'n Go messages. Touch 'n Go messages are brief e-mail messages that include only two or three small pictures in the message with one or two sentences of explanation. The message and the photos pertain to our work using aviation as a tool to help get youth excited about academics and achievement. The e-mail contains links for additional information which will include among others things an explanation of the \$10 per month campaign. These e-mails will abide by United States of America "Can-Spam Act of 2003".

Other methods of reaching potential donors are through guest speaking engagements at aviation, social and civic organizations, participating in education / business partnership efforts in the community, Internet exposure via our website, You Tube, Facebook and other venues that may become of interest, and news media coverage of our events.

We are open to considering naming-rights donations and other commonly used methods of soliciting donations but as of this date have not established specific programs along those lines.

## **Governance**

The Bill Smilie Aviation Center is a project operated by EAA376. EAA376 is governed according to its bylaws, which provide for a rotation of officers and directors serving two-year terms. Half of the board is elected each year. EAA376 has no paid staff. EAA376 has 130 memberships as of June 2008. These memberships represent singles, couples and families.

The President answers to the Board of Directors. The Board of Directors answers to the Membership. Our Membership answers to the authority of our chartering organization, EAA National Headquarters in Oshkosh, Wisconsin. All meetings are conducted using Robert's Rules of Order Revised, although strict adherence to those rules is not required unless so requested by a majority vote of the members.

This organization has been in operation since 1972 and has a consistent and stable devotion to aviation and the chapter. As of 2003 we are a 501(c)(3) California corporation. Membership and all of our meetings are open to the general public. Our annual membership dues are kept to a minimum to insure accessibility by the general public.

Our current President is committed to the development and success of the Bill Smilie Aviation Center and has openly declared that he intends to run for the office of president for at least 5 terms (10 years).

The specific functions of the Bill Smilie Aviation Center will be managed by the President and the Board of Directors. We will appoint sub-committees and individuals to long-term and short-term responsibilities as the functions are developed and systematized.

# EAA376 Board of Directors 2010

President: Doug Betts..... Resume Attached  
 Vice-President: Ralph Eaves .....Auto Repair Business - Owner  
 Secretary: Geneva McJunkin.....AT&T  
 Treasurer: Walter Rowe ..... CPA, Retired  
 Board Member: Marc Holmes ..... Business Owner  
 Board Member: Jim Pratt .....Fresno County Senior IT Analyst, Retired  
 Board Member: Jean-Marie Bonnar..... Hospital Administration Staff  
 Board Member: John Symons..... Retired  
 Board Member: Erik Hermansen..... Retired  
 Board Member Tim Sowell.....Machinist

## Contact Information:

### Officers and Board Members 2010

Doug Betts	272 S Blosser Dr Fresno CA 93706	doug@dougbetts.com ..... (559) 289-8000
Ralph Eaves	4193 W. Fallon Fresno CA 93722	reavesq60@sbcglobal.net ..... (559) 439-3877
Geneva McJunkin	PO Box 1492, Clovis CA 93613	genevamcjunkin@pacbell.net ..... (559) 435-1379
Walter Rowe	1862 N. Nadine Ave Clovis CA 93619	wbrowe@sbcglobal.net ..... (559) 297-1641
Marc Holmes	379 E. Balfour Fresno CA 93730	rodgauges@aol.com ..... (559) 434-2981
Jim Pratt	6570 N Safford Fresno CA 93711	flybum@comcast.net ..... (559) 435-4742
Jean-Marie Bonnar	6802 N. Backer Ave Fresno CA 93710	jbonnar@comcast.net ..... (559) 298-4270
John Symons	18858 Varden Dr Fresno CA 93638	johnandvi@comcast.net ..... (559) 675-1468
Erik Hermansen	4179 W. Alluvial Fresno CA 93722	mooneyman1@comcast.net ..... (559) 432-7926
Tim Sowell	4131 N. Blythe Ave #150 Fresno CA 93722	moonwalker27tim@hotmail.com..... (559) 761-4317

### Other

Bill Smilie Aviation Center	4974 N Fresno St #343 Fresno CA 93726	www.eaa.cc ..... (559) 433-3332
EAA Chapter #376	4974 N Fresno St #343 Fresno CA 93726	www.eaa.cc ..... (559) 433-3332
EAA Oshkosh	3000 Poberezny Rd Oshkosh WI 54902	www.eaa.org..... (920) 426-4800
Young Eagles	PO Box 2683 Oshkosh WI 54903	www.youngeagles.org ... (920) 426-6114

## Douglas Edward Betts

272 S Blosser Ave  
Fresno, CA 93706  
doug@dougbetts.com

Cell (559) 289-8000  
Voice Mail & Fax (559) 433-3332  
Dated: August 29, 2010

### Role:

President EAA Chapter #376, 2007-2010 and beyond subject to bi-annual election.

### Occupation:

Computer Age Consulting, Inc – President, 1992-Present  
(Self-employed computer consultant)

### Flight Experience:

Private pilot since 2001. Low time recreational purposes only. Experienced in a variety of standard category, experimental, light sport, ultralight, glider and hang glider aircraft.

### Business Affiliations:

Fresno Chamber of Commerce – Past Board Member, Joined 1992  
Clovis Chamber of Commerce – Member since 1992  
Better Business Bureau – Member since 1993

### Aviation Affiliations:

EAA Chapter #376 - President  
FAASTeam, FAA Safety Team Lead Representative Region WP17  
Central Valley Aviation Association (CVAA) – Vice-President  
Valley Ultralights – Member and Past Officer  
Civil Air Patrol – Former 1<sup>st</sup> Lieutenant, Senior Division  
Aircraft Owners and Pilots Association (AOPA) – Member  
Memley Aviation CFI Safety Meeting, Regular participant  
Quiet Birdmen – Repeated guest and frequent communications  
Central Valley Soaring Society – Repeat visitor  
Fresno County Sheriff's Air Squadron – Frequent communications  
FAA Fresno FSDO – Frequent interaction

### Education and Community Affiliations:

Fresno Chamber of Commerce Business / Education Committee, Chairman 2010  
Adult Education Task Force, Vice-President 2010, President 2011  
Jr. Achievement, Advisory Board Chairman 2009-2010  
Joint Task Force for Business Education Partnerships, Member 2010  
State Center Consortium Advisory Committee, Member 2010  
Fresno Compact Business-Education Shareholders, Participant  
FUSD Superintendent's Commission on Workforce Readiness and Career Technical Education, Community Member  
Leadership Fresno, Class 27 2010-2011  
Fresno ROP Advisory Committee, 2010  
ITT Technical Institute, Community Advisor  
CART Center for Advanced Research and Technology, Business Partner  
McLane High School Flying Scotties Aviation Club, Community Sponsor