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## SUPPORT SERVICE PROVIDERS

**Bronze Award:** ADC Group for its mobile marketing promotional campaign and sponsorship program. By tailoring specific programs to fulfill the marketing objectives of national brands, ADC Group has helped increase revenues for their air show clients by more than 250 percent. To date, ADC Group’s strategies and programs have pumped nearly \$5 million into the air show industry.

**Silver Award:** Air Show One for raising the bar on air show sound to concert quality. Air Show One provides sound that immerses the crowd in the show and helps show organizers deliver on their promises to sponsors. In a collaborative effort with announcers, air bosses, sponsorship coordinators, and event organizers, they offer a “sound experience” that engages and excites the audience by raising the clarity of the music and narration to a level that enriches the spectator’s perception of the event.

**Gold Award:** Fort Worth Alliance Air Show and Herb Gillen Advertising for their social media strategy. The show used a wide variety of social media tools that helped to create a promotional buzz about the event. As just one example, Fort Worth Alliance provided fans with the opportunity to socialize with the stars of the show, chatting with them on-line and asking questions of them before and during the show. The social media program was carefully planned and helped to increase awareness and interest in the event during a year that saw near-record crowds at the show.

**Platinum Award:** Jeff Shapiro and Solutions Event Services for a real-time tracking system that allows event organizers to see parking status “live” in all parking areas, giving them a chance to anticipate problems before they happen and make corrections that avoid them entirely. In an industry where traffic continues to be the number one concern of our spectators, this “Planned Flexibility” methodology allows shows to recognize and quickly adjust to parking challenges that might otherwise become traffic problems. The real-time tracking system allows parking staff to see when areas will fill to capacity BEFORE it happens to easily flex inbound spectators to an available area, ensuring a seamless entrance for spectators while also ensuring that those visitors park their vehicles as close to the show as possible.

## **MILITARY PERFORMER**

**Platinum Award:** The Royal Canadian Air Force CF-18 Demonstration Jet Team for its mini-ground crew and selfie programs. After talking with their parents, children were invited to be a part of the Hornet demo team. Each kid—with their parents or grandparents in tow—were given a quick tutorial on safety and then were free to work with the real ground crew as the Hornet taxied after the performance helping with the shut down and then taking photos with the CF-18 and crew. The Hornet team also ran another program that encouraged air show spectators to take a selfie with the CF-18 during a choreographed fly-by. Those selfies had the desired effect, going viral with thousands of Facebook “likes” and extensive exposure for the RCAF on social media.

## **CIVILIAN PERFORMERS**

**Bronze Award:** The Bronze Pinnacle Award goes to Buck Roetman for his development of the Amanda Switch. Named in recognition of Amanda Franklin, the Amanda Switch turns off the smoke oil pump to ensure that smoke oil does not fuel a post-accident fire. Costing between \$50 and \$200 with the ability to be installed in minutes or a few hours, the Amanda Switch is a simple and effective contribution to air show safety.

**Silver Award:** Bob Carlton for his Super Salto Jet Sailplane. Bob installed a Czech Republic-produced PBS TJ-100 jet engine on his Salto sailplane. He added an engine smoke system and night show pyrotechnics to produce perhaps the most imaginative air show aircraft in North America today. The Super Salto Jet Sailplane not only eliminates the need for a tow aircraft; it has also created an act that begins as a traditional sailplane performance, but finishes with the noise, speed and low level maneuvers that spectators usually expect to see in a traditional jet act.

**Gold Award:** The CAF Red Tail Squadron and their “Rise Above” Program are the Gold Pinnacle Award recipients in the Civilian Performers Category. The Rise Above Program includes an authentic, fully restored WWII-era P-51C Mustang; the Rise Above Traveling Exhibit 53-foot mobile theater featuring the film “Rise Above”; and educational materials and programs for teachers and youth leaders. The program uses the Mustang and the mobile theater to engage with spectators, particularly children and teenagers, to promote its six guiding principles: Aim High Believe In Yourself, Use Your Brain Be Ready To Go Never Quit and Expect to Win.

**Platinum Award:** Michael Goulian for his turn-key hospitality and training center. Michael and his team have outfitted a tractor trailer to provide services to Goulian Aerosport’s sponsors. In addition to providing high-end entertainment facilities for the guests of sponsors, the rig includes an air-conditioned training area for sponsors to interact with customers. The trailer has allowed Goulian to tailor his sponsorship package to the specific requirements of his corporate sponsors, while providing the guests with a reliably world-class entertainment experience at air shows throughout the United States and Canada. For the commitment to servicing sponsors that this program demonstrates and for the hospitality standard it sets for the air show community.

## **MILITARY AIR SHOWS/OPEN HOUSES**

**Bronze Award:** The Rhode Island National Guard Air Show for event management excellence. Combining the strengths of a military open house with the longevity of an experienced air show management team, the Rhodies have developed a show that showcases the Rhode Island National Guard, makes significant financial

contributions to a local children's hospital, and provides southern New England with a consistently excellent family entertainment product.

**Silver Award:** The Rhode Island Air National Guard Air Show for their hospitality programming. Each year, the 143rd Airlift Wing treats its performers and guests to an authentic Rhode Island experience. Beginning with their arrival, performers are greeted at their aircraft and escorted in a limousine from the airfield to the reception tent for the first of three welcome events, culminating with a traditional New England lobster dinner.

**Gold Award:** Swiss Air Force's Air 14 for the partnership program it conducted in conjunction with the show commemorating the 100th anniversary of the Swiss Air Force. Hoping to involve Swiss businesses in a substantive way, show organizers generated proposals that requested support and in-kind contributions. The result was an historic event that included partners who were deeply involved in supporting the air show in many different ways.

**Platinum Award:** Swiss Air Force's Air 14, earned the Platinum Pinnacle Award for its efforts to reduce the environmental impact of its event. In a country deeply committed to environmental issues, event organizers recognized that the event could only be successful if citizens understood that all possible steps had been taken to reduce the show's carbon footprint. From its earliest planning stages, the show encouraged carpooling, mass transportation and bicycling. In the end, these efforts exceeded all expectations, reducing CO2 emissions attributed to the show by 50 percent.

#### **SMALL CIVILIAN AIR SHOW (less than 15,000 spectators)**

**Bronze Award:** The Cape Girardeau Air Festival for its plan to overcome the parking challenges it had during its previous show. In a wonderful example of local community involvement, show officials reached out to neighboring businesses to secure vital parking space. In return, those businesses received valuable sponsorship benefits and exposure among the thousands who attended the event. The plan eliminated the parking problems the show had had in the past, which improved the air show experience of spectators and addresses the concerns of local government officials and community leaders.

**Silver Award:** Culpeper Air Fest that combined its traditional one-day air show with a unique program to launch a flight of 23 T-6 Texan aircraft for a flight to Washington, DC to honor military veterans. The historic tribute flight generated extensive media coverage that contributed to growth in attendance at this small, central Virginia air show.

**Gold Award:** The Canada Remembers International Air Show in Saskatoon, Saskatchewan for the work that it has done during the last 20 years to use its annual air show as a tool to recognize Canadian military veterans. From its beginning in 1995, this show was conceived and operated as a veterans tribute first, and an air show second. This larger purpose has helped to direct the show's programming, generate a loyal following of spectators in Saskatchewan, and direct the show's evolution during the last 20 years.

**Platinum Award:** The Canadian Warplane Heritage Museum for a brilliant idea that might seem a bit counterintuitive to an ICAS audience. Faced with a series of new space restrictions in 2014, but still eager to conduct an air show to raise funds for the museum, the Canadian Warplane Heritage Museum organized and conducted a small and exclusive twilight show that was necessarily limited to 2,000 people, all of who paid a premium price. Then, they doubled down on that exclusivity angle by having an ENGINE RUN UP NIGHT event on the following evening. For this, they limited the crowd to 200 people, each paying \$100.00 a pop! The Museum turned its space problems into a marketing and strategic advantage. They lowered their financial risk, increased their show's profitability, and met their principal goal of raising funds to support Museum operations. For deliberately planning and conducting an air show that attracted fewer people and for demonstrating that air shows can be exclusive events with high end ticket prices.

#### **MID-SIZE CIVILIAN SHOW (more than 15,000, less than 35,000 spectators)**

**Bronze Award:** The Duluth Air Show for a super-specific contract that has eliminated ambiguity and clarified traditionally contentious portions of standard contracts. In addition to ensuring that each contract was

consistent with Minnesota law, the new contracts and contracting policy saved everyone involved from the time, frustration, and financial cost of misunderstandings and allowed everyone to put their attention where it should be...on the air show.

**Silver Award:** The Silver award in the Mid-Size Civilian Air Show category likewise goes to the Duluth Air Show for a program that institutionalizes philanthropic support by the air show of the local community. Early on, the show committed specific percentages of parking fees, ticket revenue and concessions sales as philanthropic contributions to local charities. This new approach helped to generate new enthusiasm for the show among those individuals whose favorite philanthropies would be supported by the event. It also helped to minimize the downside financial exposure for the air show.

**Gold Award:** The New Smyrna Beach Balloon and Skyfest for its “By the Hour” program. Frustrated by its inability to increase sponsorship revenue, the show opted to ask local companies to sponsor individual hours of their event. When they approached prospective sponsors and offered exclusive sponsorship of individual hours during the event, the response was overwhelming. In a very short time, the show exceeded its sponsorship goals, selling every hour for the Friday night show and Saturday show, and most of Sunday.

**Platinum Award:** The Rocky Mountain Air Show for its Stars ‘n Strips Unmanned Aerial Systems and Rocket Demonstration. At a time when the air show industry is looking for out-of-the-box thinking on the future of aerial entertainment, the organizers of the Rocky Mountain Air Show have led the way. Last year, they pushed under, over and around a number of obstacles to get the regulatory permission required to conduct a rocket launch at their show. It was a spectacular and popular addition to the event that will help pave the way for similar efforts at other venues in the future. This year, they built on their success with the rockets to plan and conduct an unmanned aerial system demonstration. Once again, they planned early, and worked with the FAA on this groundbreaking program to conduct UAS demonstrations at their 2014 show. For their forward thinking in bringing an entirely new concept to an air show, and for the pioneering work they did to identify and successfully overcome the regulatory hurdles required to conduct these types of air show demonstrations.

### **LARGE CIVILIAN AIR SHOWS (more than 35,000 spectators)**

*(Two Bronze Winners)*

**Bronze Award:** The California Capital Air Show for the public safety program that this Sacramento-based show has put in place over the last several years. The show uses a “unified command” approach that combines the talents and resources of 14 different Sacramento-area agencies to address the public safety requirements of the show. The event organizers use the show as a real-world training exercise that provides the groups and agencies involved with an opportunity to work together and establish relationships while also providing invaluable public safety programming for the tens of thousands of people who attend the California Capital Air Show.

**Bronze Award:** Wings over Houston. To commemorate the 50th anniversary of the beginning of the Vietnam War, Wings over Houston staged a massive demonstration of Vietnam-era aircraft, including an A-4 Skyhawk, F-100 Super Sabre, MiG 17, MiG 21, A-1 Skyraider, Cobra and Huey helicopters. The show also staged what is believed to be the first mock attack by a Messerschmitt ME-262 on a B-17 Flying Fortress. During the “attack,” a P-51 Mustang escort fighter came to the defense of the B-17, engaging in a staged dog fight for the air show audience.

**Silver Award:** The Abbotsford Air Show for a promotional program that the show orchestrated two weeks before the actual show. After getting proper authorization from the necessary groups and giving prior warning to local government officials, law enforcement agencies and media outlets, Team Rocket performers Ken Fowler and Eric Hansen performed a teaser show – including pyrotechnics – over English Bay near Vancouver. Social media erupted with people wondering if it was a UFO or a meteor or some secret military mission. Abbotsford had assets in place to take advantage of this buzz and even took steps to fan the flames a bit. As traditional media picked up the story and began reporting on it, the Abbotsford show received extensive print and broadcast media coverage that show organizers credit for a significant increase in attendance at its 2014 show.

**Gold Award:** Amy Meyer and the Vectren Dayton Air Show for its Performer Pit Row program. To compensate for the enormous hole in their ramp left by the lack of military statics this year, the Dayton folks moved their traditional “hot ramp” operations to the area traditionally set aside for static display aircraft. For the first time, spectators were able to get up close and personal with the pilots and crew of performing aircraft as they prepared for their air show performances. The spectator viewing area was designed and positioned to ensure that safety remained the most important consideration. Performer Pit Row had its own logo. It was promoted before the show with press releases and Facebook posts and during the show with public address announcements. It cost very little to implement and was a huge hit with Dayton Air Show spectators.

**Platinum Award:** The California International Air Show for a program that was first launched nearly 30 years ago. The Salinas show was begun in 1980 as a fundraiser for the Salinas area. Since then, the show has contributed more than \$8 million to a large number and wide variety of philanthropic groups in the Salinas Valley. The President’s Club is a particular program that uses a high-end hospitality tent at show center as a tool to both capitalize the air show during winter planning months and then, as a pass through device that allows contributors who can designate where the bulk of their contribution is directed. For an annual contribution of \$1,500 and \$2,500 for new members, President’s Club contributors get to entertain themselves and up to eleven guests in the lavish President’s Club during the show, and then direct about half of their contribution to a Salinas area charity shortly after the show is over. Participating in this program allows them to watch the show in comfort and make a meaningful contribution to a local philanthropy that they pick. The show gets vital funding at the time they need it most. And, of course, dozens of different charities receive significant contributions as a result of this long-running program. Along the way, the President’s Club has become the essence of what the California International Air Show is all about. The creation of the program and its successful operation over many years has established the Salinas show as one of the industry’s flagship events and a leader in the North American air show community.