

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



## GUIDELINES FOR REGIONAL BUSINESS AVIATION GROUPS

## Introduction

America's robust network of business aviation regional programs are key players when it comes to industry advocacy, engagement and outreach efforts. These nearly 60 nationwide groups have demonstrated time and again that hedging developing issues, capturing constituent voices and advocating for business aviation interests both begins and grows through passionate community members.

In conjunction with our Regional Director team, NBAA fosters current local organizations and promotes the creation of new groups wherever needed. These volunteer-based groups provide value to business aviation companies by communicating effectively about current issues and hot topics, providing tools and resources for members, and encouraging active participation effecting tangible change.

In this guidebook to regional and local group best practices, we'll examine frequently asked questions such as:

- What are the most important operational elements to focus on when performing an annual check-up?
- Why are outreach events so important to building strong relationships with the local community?
- How can my group better engage existing and prospective members through social media?
- Where can I find resources to help create or grow a group?
- What technology can help simplify the administrative work that goes into maintaining a successful regional group?

This publication provides tips for creating new regional business aviation groups and supporting the growth and continued success of existing organizations. We'll begin with a visual guide to regional group functions (see next page) and a brief overview of NBAA resources that can benefit any regional group, whether new or looking to enhance its operation.





## Functions of Business Aviation Groups

The following graphic provides a few examples of the key roles business aviation groups play in supporting the industry and engaging with local communities.



## Value of Participating in Business Aviation Groups

Joining a local or regional group is a smart career move for any business aviation professional. In addition to expanding your network and establishing yourself as an industry leader, participation provides opportunities to enhance your own knowledge, find and develop young talent, and stay up-to-date on legislative and regulatory activity that can impact your business. For prospective members who are on the fence, these are some key value propositions of being active in your local or regional group:

**Leadership opportunities**

**Giving back to the community**

**Strengthening skill sets**

**Networking and expanding business connections**

**Key knowledge about legislative activity and aviation advocacy efforts**

**Empowering future aviation professionals through educational outreach and scholarships**



# NBAA Regional Directors Representatives

NBAA’s five Regional Directors provide a nationwide voice and resource for the business aviation community. Deeply tied into the industry, these individuals are highly knowledgeable about and able to clearly articulate the priorities for business aviation in a given region, state or city. Find your Director on the map below:



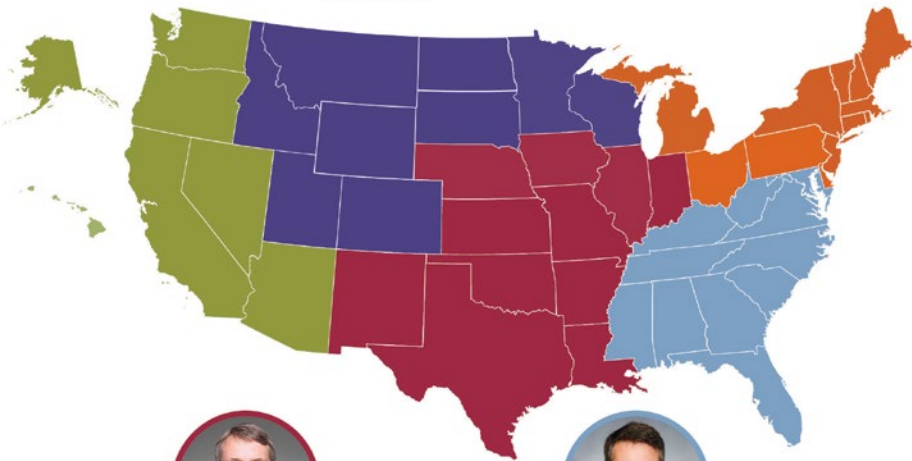
**DIRECTOR  
WESTERN REGION  
PHIL DERNER**



**DIRECTOR  
NORTHERN MOUNTAIN  
REGION  
KRISTI IVEY**



**DIRECTOR  
NORTHEAST REGION  
BRITTANY DAVIES**



**SENIOR DIRECTOR,  
REGIONAL PROGRAM  
SOUTHWEST CENTRAL  
REGION  
STEVE HADLEY**



**DIRECTOR  
SOUTHEAST REGION  
GREG VOOS**

## WHAT CAN REGIONAL DIRECTORS HELP ME WITH?

NBAA’s Regional Directors are industry veterans with decades of experience navigating the business and political issues that are most important to companies using business aircraft. Some, though certainly not all, of the matters they can assist regional groups with are:



**Event Planning and  
Marketing**



**Advocacy  
Campaigns**



**Membership  
Growth**



**Financial  
Management**

## NBAA Local and Regional Groups Committee

The Local and Regional Group Committee focuses on the ability to serve as a source of information to advocate for the industry in partnership with the nation's many local and regional groups. Made up of passionate volunteers from established local and regional business aviation groups from around the country, the committee is dedicated to information sharing and advocating for the industry to NBAA members and the general public.

Through enhanced communication, committee dedication and team effort, the goal is to provide the Local and Regional Group network a means of sharing resources and ideas to enable all groups to be more effective in advocacy and industry operational performance.

The committee's goals include:

- Creating a cohesive, positive team for our national volunteer members and while working with other NBAA standing committees
- Successful execution of the Regional Leadership Roundtable focused on sharing best practices to advocate for the industry with nationwide local and regional group leaders
- Establishing best communication practices to advocate for the industry and share throughout the nation, including delivering virtual presentations throughout the year



## Local and Regional Group Leadership Roundtable

Join peers from across the country for this annual meeting offering regional group leaders the opportunity to network with other group colleagues. In this meeting leaders share best practices and gain valuable tools, resources, and takeaways to bring back to their groups.



Topics at the Leadership Roundtable event include:

- Building relationships with state aviation officials and local airport management
- Reaching younger professionals (YoPros) and honing in on their skillsets to help propel the organization
- Building membership, managing events, and fundraising in your own community
- Harnessing your volunteer power
- Organization tax structure, foundation opportunities, and making the most out of your scholarship programs
- Creating an internship program and developing workforce in your area



## Recognition of Outstanding Excellence by a Local or Regional Group

The NBAA Recognition of Outstanding Excellence by a Local or Regional Group originates from the Local and Regional Group Committee as acknowledgement of outstanding excellence resulting from performance in one or more categories of achievement:

- Legislative
- Advocacy through community outreach
- Advancement of industry safety
- Career/educational achievements
- Humanitarian/relief

### Past Recipients:

- 2022 North Dakota Aviation Association (NDAA), Westchester Aircraft Maintenance Association (WAMA)
- 2021 Chicago Area Business Aviation Association (CABAA)
- 2020 Central Florida Business Aviation Association (CFBAA), Michigan Business Aviation Association (MiBAA)
- 2019 North Texas Business Aviation Association (NTBAA)
- 2018 Greater St. Louis Business Aviation Association (GSLBAA)
- 2017 Pacific Northwest Business Aviation Association (PNBAA)
- 2016 Colorado Aviation Business Association (CABA)
- 2015 Georgia Business Aviation Association (GBAA)
- 2014 Massachusetts Airport Management Association (MAMA), Minnesota Business Aviation Association (MBAA)



## Enhancing Existing Regional Groups

Creating a regional group is one thing; ensuring its long-term vitality and success is another. While specific strategies and circumstances will differ from group to group, the following section offers best practices that any organization can use as guidelines for regional group management.

### MEMBERSHIP

Membership issues to address include structure, growth and retention, engagement, and leadership opportunities. Some recommended steps include:

- Gauging member satisfaction through surveys, questionnaires, and other opportunities to collect feedback (see page 8 for examples of tools you can use)
- Contacting other well-established regional groups to share ideas regarding membership structure and to benchmark your efforts against theirs
- Reviewing materials from past Local & Regional Groups Networking Sessions held during NBAA's Convention, archived in NBAA's Regional Groups Library at [nbaa.org/regional](https://nbaa.org/regional)
- Among these materials are several webinars about increasing regional group membership
- Providing members with additional leadership opportunities
- Forming subcommittees that take advantage of members' subject matter expertise
- Giving members the opportunity to research and plan new fundraising/training/safety events
- Making sure that all members have an opportunity to make their voice heard at meetings
- Giving members opportunities to curate social media accounts

### DID YOU KNOW?

**You can upload your event info onto NBAA's regional events page.**  
[nbaa.org/add-an-industry-event](https://nbaa.org/add-an-industry-event)

### MEETINGS AND EVENTS

Every successful group hosts meetings and events for the benefit of its membership and the local community. Event categories and topics include:

- General membership meetings, often including a meal (e.g. luncheon meetings) and/or often involving a keynote speaker addressing a hot topic
- Legislative events or "advocacy days"
- Aviation days incorporating No Plane No Gain messaging
- Safety days, safety standdowns, and training days
- Career fairs and mentoring events
- Charity golf tournaments, scholarship fundraisers

### MARKETING AND COMMUNICATIONS

Effective marketing and communications will help you get the word out about your group, attract new members and retain existing members. Promotional and publicity efforts to consider include:

- Setting up a group website using tools such as Wild Apricot, Wordpress and Squarespace
- Participating in social media sites such as Twitter, Facebook, Instagram, LinkedIn, or TikTok
- Participating in the Local Business Aviation Groups discussion forum on NBAA Connect's Air Mail. This is NBAA's members-only social network
- Publishing and distributing promotional flyers in the local community; ask flight department, airport personnel and aviation businesses to pass these out or display them publicly
- Contacting your NBAA Regional Directors, who will help post your meeting information
- Recognizing the power of "word of mouth"; i.e., reaching out to other regional groups, inviting members of other aviation associations in your state, etc.

## Maintain Your Group Through an Annual Check-Up

### Check your bylaws

- ☐ Are they consistent with our current functions?
- ☐ Has our organization evolved in any particular area since the bylaws were last updated?
- ☐ Are all bylaws adhered to? If not, are there any that are no longer relevant and/or necessary?

### Perform a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

SWOT is a foundational assessment model that measures what an organization can and cannot do, and its potential opportunities and threats. Examples of questions to examine as part of crafting an annual report include:

- ☐ Are we successful at recruiting new members?
- ☐ Are we retaining existing members?
- ☐ Is our legislative advocacy making an impact for our members?
- ☐ Are we successful at forming and maintaining connections with other national and regional groups?
- ☐ Do we have a clearly defined mission and tools for measuring success of organizational goals?
- ☐ Does our board reflect a good cross section of our membership?

### Benchmark against peer groups

- ☐ What are other groups' most popular efforts?
- ☐ Are there events/ideas we can use to increase engagement?
- ☐ Are our volunteers active and informed?
- ☐ What are other groups doing for board succession planning?



### Audit your financials including taxes and budget considerations

- ☐ Are our bank accounts in shape, with no extra fees being assessed?
- ☐ Is our return on investment for events and initiatives satisfactory?
- ☐ Do we have diversified revenue streams or are we dependent on major event(s)?
- ☐ What opportunities for additional revenue streams exist?
- ☐ Does our membership fee still match our goals and what we are delivering for members?

### Evaluate web presence

- ☐ Does our website look modern and provide a good user experience?
- ☐ Are all events and initiatives posted on the website?
- ☐ Is the information members need easy to find within the website's navigation?
- ☐ Is our website mobile-friendly?

### Analyze social media engagement

- ☐ Are your posts reaching your intended audience?
- ☐ Are you consistently posting or are there long periods of inactivity?
- ☐ Is there a clear ownership of social media responsibilities?
- ☐ Do you have one place where all social media usernames and passwords are stored?
- ☐ How responsive is our organization to people who contact us through social media?



## Digital Tools for Your Regional Group

### AIR MAIL

NBAA Air Mail is the association's members only social network for collaboration and discussion on topics of interest to business aircraft operators. Through Air Mail, NBAA members can communicate their concerns, questions, gripes and insights with their fellow members on nearly any topic relevant to the group. This can be a valuable resource for regional group leaders looking to trade ideas with or ask for advice from peers across the country. You can access Air Mail by visiting [nbaa.org/airmail](https://nbaa.org/airmail).

### TECHNOLOGY TIPS

- Social media isn't just for fun; it's a necessity for effectively reaching members with news and updates
- Creating a website is only half the battle — to keep members engaged, it's important to keep the website updated with news, events and other fresh, relevant content
- Email newsletters and alerts are, if used selectively, very effective at directing members' attention toward an event/initiative

The following are examples of some (though by no means all) third-party tools that can help your organization:

Third-Party Programs	Example Usage
Blogs (Wordpress, Medium)	Create a steady stream of content on that can drive people to your group's online presence
Membership Management System (Wild Apricot, Squarespace)	Simplify administrative tasks related to membership, marketing, and events
Event Management (Wild Apricot, BirdEase, Eventbrite, QGiv)	Software to manage registrations and ticketing info; great for paid and free ticketing options
Online Calendars (Gmail, Outlook)	Streamline the process of scheduling meetings
Quick Opinion (Poll Everywhere, Doodle)	Get instant feedback from members
Professional Survey (Survey Monkey, Survey Tech, Google Forms)	Assemble and disseminate detailed, user-friendly online surveys
Mass Mailing (Mail Chimp, Constant Contact, Wild Apricot)	Send newsletters, event invitations and more to curated mass mailing lists
Online Storage (Dropbox, Google Drive)	Save documents on the Cloud for others to scan view & edit
Memo Sharing (Evernote, OneNote, Slack)	Sync your memos to a shareable platform
Graphic Design (Canva, Piktochart)	Create web-friendly graphics with simple drag-and-drop format: free Pro Level Canva with 501c3 status
Webinars (Zoom, Skype, Amazon Chime, Teams, Google Meet)	Host interactive events online; potential revenue source
Video Conferencing (Zoom, Skype, Amazon Chime, Teams, Google Meet)	Hold meetings, interviews and other discussions no matter where you are
Social Media Scheduling (Hootsuite, TweetDeck, Canva, Buffer)	Schedule social media posts; track engagement
Social Media Effects (CapCut, Adobe Spark, Canva, Visme)	Add some excitement to your social media graphics to boost engagement
Mass texting /short messaging (Whats App, Sign Up Genius, Slick Text, Wild Apricot)	Send text messages to members with event info, reminders, deadlines, etc. <a href="https://www.wholewhale.com/tips/free-cheap-mass-texting-nonprofits/">https://www.wholewhale.com/tips/free-cheap-mass-texting-nonprofits/</a>
Link Collection (Linktree, Lnk.Bio, custom website landing page)	Customizable link collection for sharing multiple URLs in one place / time; great for Instagram and QR code sharing

## Establishing a New Group

To begin, check to verify whether a regional group already exists in your area. An easy way to do this is by visiting NBAA's Regional Business Aviation Groups Directory at [nbaa.org/regional](http://nbaa.org/regional).

If you are looking to establish a group with a primary focus, such as a schedulers and dispatchers group, an established larger group that represents a broader cross-section of the industry may be interested in partnering with you. This is also the appropriate time to have a discussion with your Regional Directors as they have their finger on the pulse of the area and can help guide you in your next steps.

Regional groups vary in size, structure and primary focus. However, they all share a common interest of bringing together like-minded business aviation advocates in their local community. Review other regional group structures and websites and decide what works best for your area.

Once you're ready to establish a new group, remember that you don't have to reinvent the wheel. NBAA makes many resources available to support your efforts. As a first step, use the checklist provided (see page 11) as a rough guide for starting your group. Additional considerations for establishing a new business aviation regional group include:



### DETERMINING YOUR OBJECTIVE

When establishing a regional group, it is essential to have a clear understanding of what you want to accomplish. You should develop at least two of the following governing concepts:

**Mission Statement** – This statement identifies the goals and objectives of your organization. Keep it brief and easily understood, and incorporate an easily remembered sentence. For example, see the following Colorado Aviation Business Association mission statement:

CABA's mission is to foster and promote aviation and related business throughout Colorado; to collectively address and respond to issues impacting Colorado airports, including safety and operational effectiveness; to educate the general public about all aviation activities in the state; and to preserve the state's airport-related businesses as valuable economic assets to the community at large.

**Vision and/or Values Statement** – This statement provides members with a clear idea of the group's purpose and direction and will govern the actions of your group. Where do you see your organization in the future?

As an example, see the following Texans for General Aviation values statement:

Texans for General Aviation (TFGA) is a state wide non-profit general aviation advocacy and educational organization. Membership is comprised of companies invested in general aviation as a business tool and of individual stakeholders committed to preserving the right to use general aviation aircraft for the advancement of business and for the joy of flying.

Texans for General Aviation is committed to:

- Promoting and advocating on behalf of business and general aviation within the State of Texas to government elected officials, public policy makers, opinion leaders and the general public to help ensure that general aviation continues to have a significant contribution to the economic progress and general welfare of the State of Texas;
- Raising the awareness of the economic benefits of general aviation to the Texas public by telling the story of the contributions of private aviation to our state's general welfare and economy;
- Advocating for improved safety, security, efficiency of operations as well as environmental awareness;
- Assuring the growth of our industry in Texas by promoting careers in general aviation at all levels of our state academic institutions, from grade school through graduate programs.

Our membership is open to pilots, airports, educators, flight departments, chambers of commerce, students, regional organizations and anyone or any organization that believes in the value of general aviation.

## ASSOCIATION STRUCTURE

Regional groups are structured in various ways depending on size, complexity and desired primary focus. You will determine what structure is the best fit for your needs and the makeup of your membership base.

Remember, it is a good idea to examine the structures of other established regional groups as guidance in structuring your own. As your group becomes more established, you may add new positions as outlined by your bylaws.

**Bylaws** – A business structure is necessary to present a viable professional proposition to vendors and other supporting organizations. At the very minimum, officer positions should include a president, secretary and treasurer.

Bylaws spell out the basic structure of the group membership criteria and dues. In addition, they outline:

- Meeting frequency and duration
- Governing bodies such as directors, officers and committees; how they are selected; and what their roles and responsibilities are
- Election procedures (transparency is important)
- Financial structure, such as how income and expenses are handled
- Decision-making and delegating responsibility

Your organization can appoint a small group to review the bylaws of other groups and draft your version to bring before the members for discussion and ratification.

**Association Dues** – Dues vary from group to group, with many using a tiered structure for corporate, affiliate and individual members. Special rates often are available for students, senior citizens, the military and multiple members in a corporation. Corporations and associations may be assessed based upon numbers of employees or revenue.

Dues normally are assessed to cover anticipated expenses. Fundraising events may generate additional revenue, but should not be counted on to cover the core expenses.

Before setting membership dues, a group needs to determine the planned activities and services to be provided. Dues need to reflect the costs of regional organization services and activities, general meetings, newsletters, a website, trade shows and community service.

After your group identifies services or activities and estimated costs, divide the projections by the number of potential members to determine the necessary dues to be charged.

Note that in lieu of dues collection, some groups opt to use sponsorship funds and/or meeting fees to financially operate their organization.



For an example of  
regional group bylaws, visit  
[nbaa.org/regional-bylaws](http://nbaa.org/regional-bylaws)



## Checklist for Starting a Group

- ☐ Contact your NBAA Regional Director to assist with:
  - Reaching out to NBAA members in your area
  - Identifying proactive volunteers
  - Recognizing potential obstacles and learning how to mitigate them early in the process
  - Providing general guidance based on their experiences working with regional groups
- ☐ Plan an organizational meeting located in a convenient meeting space
- ☐ Promote your meeting by notifying potential participants through FBOs, social media, a press notice, direct contact with flight departments and charter operations
- ☐ Survey attendees for their interests and needs
- ☐ Recruit volunteers for an organizational committee to make initial recommendations
- ☐ Evaluate attendee surveys to determine the focus of the group
- ☐ Choose interim leaders
- ☐ Convene a special meeting to discuss vision, mission and values statements or governing principles for the group
- ☐ Determine regular meeting dates, times and locations
- ☐ Plan for services or activities to offer members
- ☐ Determine budget
- ☐ Determine funding method for group operations, such as dues, sponsorships, etc.



## Legal Issues

When establishing an organization, you should be aware of legal issues and options regarding incorporation, nonprofit status and insurance. While this may seem like an onerous and perhaps intimidating process, it would be of value to your group to consult with similar state and regional organizations to evaluate the best fit for your organization.

Most states require corporations to file an annual return and filing fee, but some waive or reduce such fees for not-for-profit organizations. If you intend to apply for state or federal tax-exempt status (see next section), incorporation is generally a prerequisite.

**Nonprofit Status** – Many state and local organizations operate as not-for-profit, all-volunteer organizations. In many cases, individual states, counties or local jurisdictions provide special benefits or considerations for such groups. Again, contact your state offices for information.

If you have a group organized as a not-for-profit organization, you may consider applying for tax-exempt status from the Internal Revenue Service (IRS). Section 501(a) of the Internal Revenue Code sets provisions by which qualifying organizations may be exempt from paying federal income tax. Tax-exempt status can provide increased resources for educational or social purposes. By choosing the proper exemption classification, the group can reap additional benefits, enabling it to improve the quality and the quantity of the services it provides its members and the community.

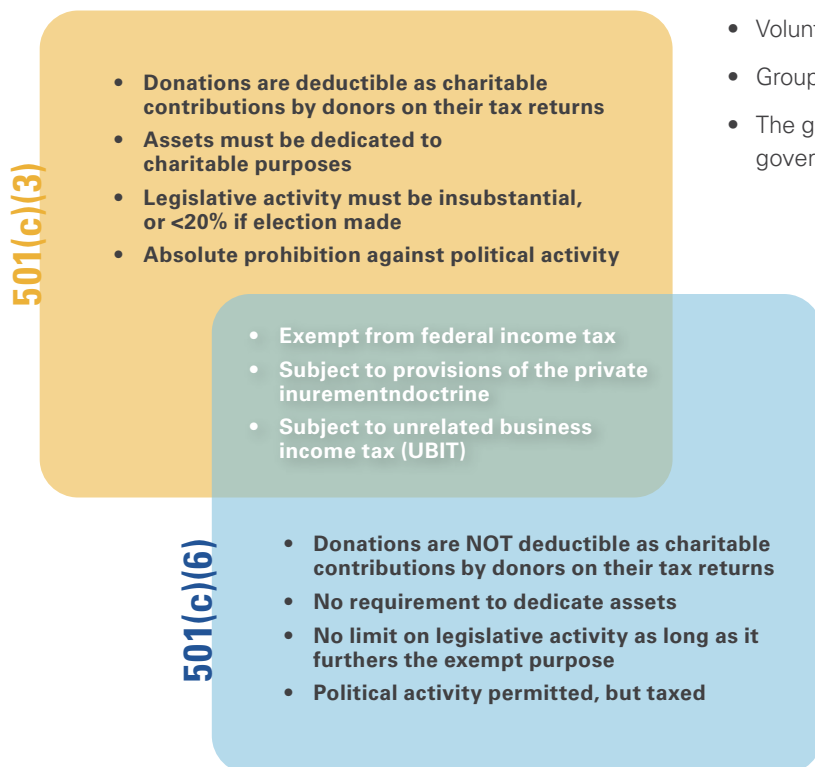
Regional organizations may qualify under three categories:

- 501(c)(3) Educational Organization (charitable)
- 501(c)(4) Civic League (social welfare)
- 501(c)(6) Business Leagues (trade associations)

While each section has its own qualifications and benefits, the majority of groups generally decide to file as (c)(3) or (c)(6). Most consider Section 501(c)(3) to be the most desirable – and the most difficult classification to obtain. As a qualified 501(c)(3) organization, for example, a regional organization may be eligible for the following benefits:

- Net income from group's activities is free from federal (and possibly state) taxes
- Property donated to group may be tax deductible
- Volunteers can deduct un-reimbursed expenses and mileage
- Group qualifies for lower second- and third-class postage rates
- The group may be eligible to use federal, state and local government and other nonprofit organizations' facilities

To be a 501(c)(3) organization, the group must convince the IRS that it serves a charitable purpose. Formation as a 501(c)(6) association may be more appropriate.



For additional information, contact the IRS at (800) 829-1040 and request IRS Publication 557 and Tax-Exempt Organizations Tax Kit or download publications from the IRS website at [www.irs.gov](http://www.irs.gov). It is recommended that groups consult an attorney and tax professional during this process.

**Lobbying Considerations** – If any portion of your organization’s work or mission includes approaching elected or appointed officials, check with your state to determine whether or not your organization should register under lobbying laws in your state. Also, checking with a legal expert is recommended. This could affect your IRS filing eligibility.

**Insurance Considerations** – With litigation rampant, you should consider your risks and, if necessary, protect your assets. Is your group protected should someone get hurt while attending a sponsored event? Are you protected against property or equipment loss due to fire or theft? Investigate your insurance needs; it may be inexpensive relative to the risks.

Common insurance coverage includes:

- Damage to association owned or non-owned property (fire, theft, water, vandalism, etc.)
- Commercial general liability
- Automobile liability
- Workers’ compensation
- Errors and omissions insurance

Other insurance coverage that may be of interest to some groups include professional liability, directors’ and officers’ liability, and publishers’ liability. Tailor coverage to meet the group’s requirements. For more information, contact an insurance underwriter or agency in your area, as well as other regional groups for guidance.

## MOVING FORWARD

Now that you’re on your way to establishing a successful regional business aviation group, be sure to review the next sections of this publication, which provide information about maintaining and developing a successful group, as well as resources available to you as a regional group leader.

Have more questions? Our Regional Directors (see map on page 4) are always available to help. Additionally, you can try asking local and regional group leaders on NBAA’s Air Mail Forums.

Remember, you are not alone, and there are multiple sources of support for you going forward.

## Executive Summary

When establishing a new regional business aviation group:

- ☐ **Get started** – After confirming there is a valid need for a new group in your area, complete the checklist provided on page 11
- ☐ **Determine your objective** – Mission, vision and/or values statements
- ☐ **Create an association structure** – Bylaws and revenue sources, meeting locations, officer roles and responsibilities, digital presence
- ☐ **Explore the legal issues** – Incorporation, nonprofit status, lobbying and insurance considerations

When maintaining and developing an existing regional group, key areas of focus should be:

- ☐ **Marketing and communication** – Get the word out about your group
- ☐ **Membership** – Adopt engagement, retention and recruitment strategies
- ☐ **Events and outreach** – Cultivate events and speakers of interest on topics of interest to your membership

Want to learn more? NBAA has a wealth of regional resources for the business aviation community online. [nbaa.org/regional](http://nbaa.org/regional)



## Additional Resources

**Regional Groups Library** – This online NBAA resource is full of informational guidance including templates for hosting various types of regional events, webinars and tools for structuring, developing and promoting your organization.

**Regional Groups Directory** – NBAA’s web-based directory is where regional group leaders can find contact information for other regional groups around the country.

**Air Mail** – NBAA’s members-only social network is a great forum for regional group leaders to post questions to each other for benchmarking purposes. Access it at [nbaa.org/airmail](http://nbaa.org/airmail).

**No Plane No Gain** – Jointly sponsored by NBAA and GAMA, this industry advocacy campaign provides tools and talking points for individuals and groups to educate their communities about the benefits of business aviation. The videos and white papers available at [www.noplanenogain.org](http://www.noplanenogain.org) are excellent tools to use at regional events, and when communicating with governmental and community leaders.

**Alliance for Aviation Across America** – This non-profit, non-partisan coalition of organizations and individuals exists to raise awareness about the value of general aviation and local airports, particularly for rural communities. NBAA is an Alliance member and your regional group may wish to join the Alliance, too. See [www.aviationacrossamerica.com](http://www.aviationacrossamerica.com).

**Other Resources** – Additional NBAA resources for regional groups include publications such as the following:



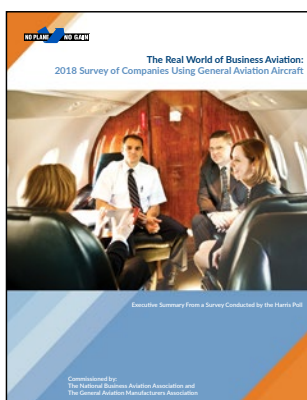
### Business Aviation Fact Book

A clear and thorough presentation of the broad scope and value of the business aviation industry, with compelling information and data about its value to the country that you can use to advocate for the industry.



### Airports Handbook

Developed by airport experts, this handbook makes a convincing case for the importance and value of general aviation airports, and is suitable for distribution at Airport Days and open houses, legislative events, community meetings, or at press briefings.



### The Real World of Business Aviation

This powerful advocacy tool cuts through the chatter to compellingly demonstrate how business aviation continues to be a powerful tool of the best-managed companies in America.



### Business Leaders on Business Aviation

Walk into any advocacy meeting equipped with testimonials on the value of business aviation from over 30 CEOs representing some of the country’s most dynamic and widely known companies.

## Regional Groups in Action

Across the country, local and regional groups are holding events that engage the community, raise scholarship funds, promote safety best practices and connect business aviation professionals. These are just a sample of the many different kinds of events regional groups can put on:



### Networking

Help industry professionals in your area connect with a networking event, such as happy hours, dinner outings or recreational athletics. NBAA's Young Professionals in Business Aviation can provide marketing assistance to bring newer industry personnel out to the event.



### Airport

Airport/air show events are an opportunity to expose young people to aviation while also presenting the airport as an asset that belongs to the whole community — efforts which can go a long way toward creating a better relationship between residents and airport users.



### Student Outreach

Exposing young people to the wide array of career opportunities within business aviation helps connect the industry to the community, while also planting the seed for potential future aerospace professionals.



### Safety Standdown

A popular type of event across the country, safety standdowns bring industry peers together to review the latest safety best practices and engage in candid discussion about the threats they face.



**National Business Aviation Association**

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Washington, DC 20005

[nbaa.org](http://nbaa.org)

[nbaa.org/regional](http://nbaa.org/regional)



**ACKNOWLEDGEMENTS**

This publication was developed by NBAA with valuable input from members of NBAA's Local & Regional Groups Committee. NBAA thanks these volunteers for their time and contributions.

**ABOUT NBAA**

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. Join today by visiting **[nbaa.org/join](http://nbaa.org/join)**.