

Subscriber News

For MyFBO.com Subscribers
January 31, 2008 Issue 39

GiveAFlight.com Update

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**What Are You Missing?
More New Features**

Bits and Pieces

MyFBO.com In The News

The 4th Quarter issue of the National Air Transportation Association's (NATA's) *Aviation Business Journal* includes an extensive article of aviation management software. MyFBO.com is frequently quoted, and has clearly set the lead for aviation software as a service.

Upcoming Meetings

MyFBO.com will be represented at the upcoming Cessna Pilot Center meeting on February 25 and 26, 2008, in Orlando.

Paul Liepe will be on the panel for NATA's Aviation Management Problem Solving Workshop. This new seminar premieres during the FBO Leadership Conference in Dallas on March 20, 2008.

Since startup a little over two months ago, sister company Give A Flight LLC has sold almost 60 Discovery Flight certificates.

Lessons Learned

While the radio advertising campaign was successful in drawing prospective purchasers to the GiveAFlight (GAF) web site, many couldn't find a participating flight school close to home.

For customers who found a school, the most common questions (in order) were about tagging along, citizenship, age requirements, and type of aircraft.

What's In Store for 2008?

GAF is updating its database to an-

swer the common customer questions. At the same time, a major push to increase the number of flight schools is underway. GAF has participating flight schools in 27 states; the goal – all 50 plus urban market saturation.

The next advertising campaign will center on Dads and Grads, but will be limited to those markets with a solid geographic coverage of flight schools.

Are You a Partner?

It's free, you'll increase your student base, and – best of all – you get paid for both flights and referrals. Even if you have a gift program, GiveAFlight brings you national exposure.

Just click "become a participating school" on the GiveAFlight.com home page. And encourage your competitors to do the same, increasing discovery flights and student starts for everyone.



Qualification and Limitation Upgrade

The online system's Qualification and Limitation (Q&L) subsystem has undergone a major upgrade. While MyFBO.com has always offered the most complete Q&L checking in the industry, there were a number of opportunities for improvement:

- The Q&L parameters have been reorganized to separate customer qualifications from pilot and student qualifications. In addition to being easier to use, this change in parameters supports the pilot in command being a different person than the customer on rental flights.

- The Q&L checkers now clearly delineate rental / instructional flights from commercial (scenic or charter) flights.
- Flight staff qualification checking has been expanded to include the same checks as you specify for your customers, including birth date, medical certificate, pilot certificate, ratings and endorsements required, and flight reviews.
- A new parameter can require a weight on file for all seat holders (observers / passengers).

Still the best and continually improving.

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What Are You Missing?

Through continual enhancements, the online system has become a very complete aviation management system. However, using or even knowing about every feature and option can be a challenge.

We often receive requests for “new” features that already exist. We also answer many inquiries about how to use specific features of the system.

Perhaps the best way for you and your staff to learn more about the online system is to participate in the ongoing series of “webinars.” A webinar is an online conference or training program where you can see various features demonstrated while hearing a de-

scription of their use. And there are opportunities to ask questions or request more details.

In addition to the more-general “Jump Start” webinars for your new staff and for new subscribers, we offer many focused programs. The coming weeks will see webinars on service orders, maintenance tracking, fuel management, curriculum tracking, and aircraft management with leasebacks. We encourage you to participate in any or all of these programs.

Enrollment is always available from the Support tab / Training Menu. Just click “Meeting and Webinar Schedule” to learn what you’ve been missing.

More New Features

Service Order Search, Service Date

The Service Order Menu now includes a search facility to list all service orders for a selected tail number, airframe serial number, engine serial number, propeller serial number, or appliance serial number.

The service order completion process now allows for the entry of a specific completion date. This facility allows an order to be closed and funds collected on a date different than the completion date. Why? This facility can be used to post date log book entries for end-of-the-month annuals, delaying the next required annual by one month.

Service Order Parameters

Access to the Service Order Parameters can now be granted to manager-level users. This allows your service manager (rather than a System Administrator) to update defined phrases, service package, capabilities, etc. This access is granted from the Staff Security page under the Admin tab.

Accounting Export

The Accounting System Interface has been enhanced in two ways:

- A summary QuickBooks® export has been added, providing a single general journal entry for all transactions within a selected date range.
- Support has been added for a Simply Accounting™ export – both at the detailed and summary levels.

Customer Menu Parameters

The parameters that specify what your customers / members can see and do have been completely reorganized. These settings are now made from a form that simulates the customer menu, with the effects of each parameter highlighted in the simulation.

Resource Usage Allowed

New pages that allow you to see and set the usage allowed for all aircraft at once and all flight staff at once are now available. Accessible from the Resource Management Menu under “Change All Resource,” these new pages will help you assure the correct settings for each aircraft and each instructor / captain.

Observer / Passenger E-Mail

For users of seat holder reservations, the online system now supports scheduling notifications to training observers and passengers. This allows you to automatically provide seat holders notice of new flights / classes or changes in schedules.

Weight and Balance

Seat holder weights on file are now automatically included in the weight and balance calculation for a flight. The calculator assumes that the heaviest passengers are seated to the rear in an effort to create the “worst case” scenario.

Weight and balance checking has also been “promoted” on the reservation details page to show the date, time, and results of the calculation.
