



# EMAIL MARKETING 2011 OVERVIEW





# The standard for Email

The median open rate for non- profits **22.00% \***  
National average open rates between **15.00%-30.00%**

AOPA email open rate average is **36.94%**

\*Email Stat Center

[http://www.emailstatcenter.com/non\\_profit.html](http://www.emailstatcenter.com/non_profit.html)



# What is working

- Targeting messaging to specific segments
- Personalization
- Testing
  - Testing subject lines - 10.00% rollout
  - Testing creative – 10.00% rollout
- Videos & Fun (benefits bulletin)
- Link Tracking

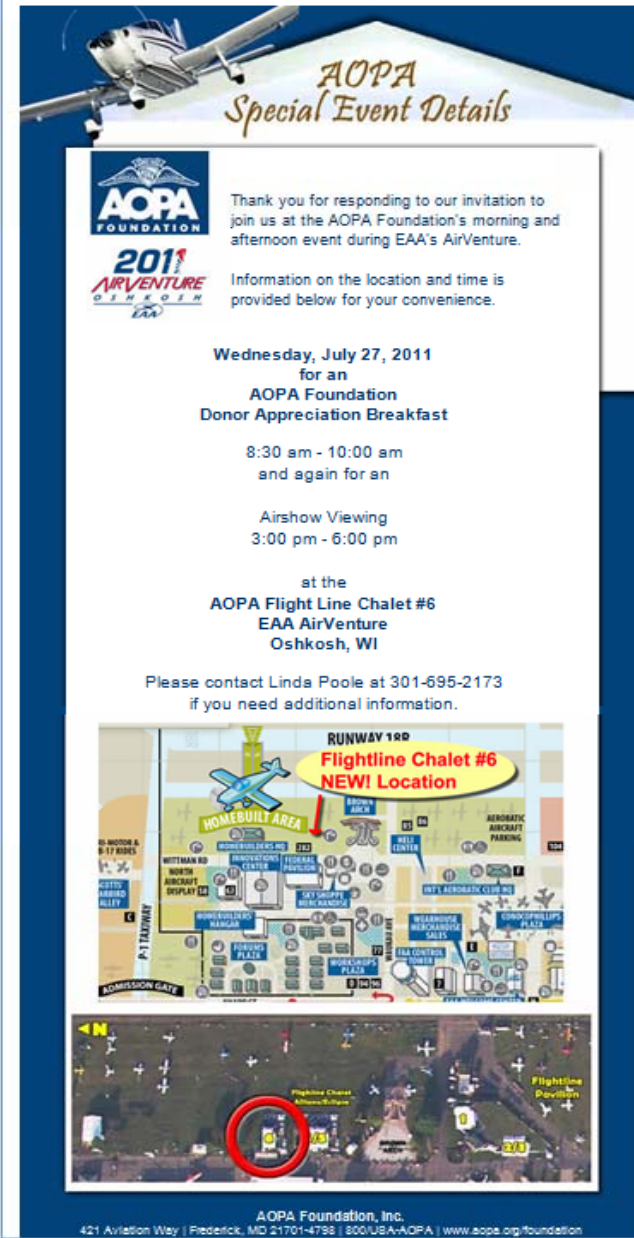
# What is working

- Targeting messaging to specific segments

Legacy Society Email

Open rate **75.68%**  
no clicks informational only

From: AOPA Foundation [AOPASPECIALINVT] Sent: Thu 7/21/2011 10:35 AM  
To: Wall, Carrie  
Cc:  
Subject: Special Event Confirmation Details



**AOPA**  
*Special Event Details*

**AOPA FOUNDATION**  
**2011 AIRVENTURE**  
OSHKOSH

Thank you for responding to our invitation to join us at the AOPA Foundation's morning and afternoon event during EAA's AirVenture.

Information on the location and time is provided below for your convenience.


**Wednesday, July 27, 2011**  
for an  
**AOPA Foundation**  
**Donor Appreciation Breakfast**

8:30 am - 10:00 am  
and again for an


Airshow Viewing  
3:00 pm - 6:00 pm

at the  
**AOPA Flight Line Chalet #6**  
**EAA AirVenture**  
**Oshkosh, WI**

Please contact Linda Poole at 301-695-2173 if you need additional information.



**Flightline Chalet #6**  
**NEW! Location**



AOPA Foundation, Inc.  
421 Aviation Way | Frederick, MD 21701-4798 | 800/USA-AOPA | www.aopa.org/foundation



# What is working

- Personalization

PAC Email

Click rate **75.68%**

Open rate **46.68%**

From: Craig Fuller - AOPA President [A] Sent: Wed 9/28/2011 9:50 AM  
To: Wall, Carrie  
Cc:  
Subject: Please sign our USER FEES Petition NOW!



## USER FEES ARE BACK

And they're a disaster for general aviation – just waiting to happen!  
Make your voice heard in this fight by signing your name to our petition today!

Dear Carrie,

Recently I sent you a letter and included our AOPA PAC Pilot Petition to fight back against user fees that are now back on the table in the U.S. Congress.

If you've already signed and returned your petition, please accept my thanks. But if you haven't yet responded, please take a moment to add your name to this petition today.

There's never been a more important time for you to make your voice heard.

As you well aware, the U.S. government is facing a financial crisis that is unprecedented in history. And for some politicians, general aviation and pilots like you and me are now on their prime target list for huge revenue increases.

No matter what form they take, user fees would destroy general aviation as we know it.

In every county where they've been implemented, user fees have made flying available only to the wealthy few, and have led to the immediate decline – and in some cases, the ultimate destruction – of general aviation.

Just imagine the impact on our pilot population and our community airports if the federal government were to impose new fees on takeoffs, landings, weather briefings and ATC communications. The cost of flying would skyrocket. Airplane owners would leave towed fields by the thousands. Flight schools and FBOs would be shut down, rental aircraft would disappear, and reduced traffic would result in fewer towers and lower safety margins.

The future of 1.2 million general aviation jobs hinges on the outcome of this battle, along with the \$150 billion in economic activity that general aviation generates each year. And for you and me, this battle will decide whether or not we continue to enjoy the freedom to fly as we know it today.

That's why I'm asking you to make your voice heard – and draw a line in the sand with your elected officials – by adding your name to our Pilot Petition.

If you've already signed and returned the petition I sent you, thank you. But if not, please take time right now to [sign your petition online](#). Every pilot who signs this petition brings us one step closer to winning the most high-stakes political battle we've ever fought.

And if possible, please make a generous contribution to the AOPA Political Action Committee at the same time.

AOPA is the only AOPA organization that can give direct support to candidates running for the U.S. House and Senate. By contributing today, you'll help make it clear to every elected official in Washington that they will put their job at risk at election time if they launch punishing user fee attacks against general aviation. And that's a message that every politician can understand loud and clear.

So please, whether you can contribute \$25, \$35, \$50 or \$100, or even a larger amount like \$250 or \$500, [sign your petition online](#) right now and make the most generous contribution you can to AOPA PAC.

This battle will have a huge impact on the future of your flying. We've never needed your personal involvement and your financial support more than we do right now.

Thank you for your participation and support.

Craig L. Fuller  
Chairman, AOPA PAC

DEFEAT USER FEES... [Sign our Pilot Petition now!](#)

Sign the Petition Today

Aircraft Owners and Pilots Association  
421 Aviation Way | Frederick, MD 21701-4798 | [www.aopa.org](#) | 800/872-2672

You can [unsubscribe](#) at any time.

# What is working

## • Videos & Fun

9.20% click rate  
for 178 Seconds  
video

5.90% click rate  
for Pilot challenge

It was supposed to be a routine VFR flight, but the weather nothing like what you expected. Still, you press on. A menacing overcast creeps ever closer, as all around draws down its gray blinds. Somewhere inside, a voice says "You should have turned back."

9.2



How long could you maintain control after stumbling in conditions? Watch this Pilot Safety Announcement for the VFR-into-IMC experience.

9.2%

[Back to Top](#)

0.1



0.1%

Follow us on Facebook

### Find the 10 differences – Pilot challenge



5.9%

From: AOPA - Aircraft Owners and Pilots Association  
To: Wall, Carrie  
Cc:  
Subject: AOPA Benefits Bulletin: November 2011

Share this Email



The AOPA Member Products Newsletter for Insurance, Financial and Pilot Services

November, 2011

#### New Feature



Welcome to our second edition of Member's Corner.

This month we want to hear your answers to the question:

Have you ever dreamed of – or experienced – flying general aviation in another country?

If so, what resources could AOPA provide to make doing so easier to navigate?

Please send your response to [michelle@aopa.org](mailto:michelle@aopa.org)

#### In this Issue

- A Message from Michelle Peterson
- Announcing a New, Free Benefit for AOPA members
- AOPA Medical Services Plan keeps professional pilot flying
- Need a little Christmas? Other holiday gifts?
- Beat the system with AOPA's WorldPoints Rewards Credit Card
- Additional Emergency Assistance Plus benefit for AOPA members
- 178 seconds to live
- November Pilot Challenge

#### Upcoming Events/Webinars

Insurance Protection for Renting and Borrowing Aircraft

Wednesday, November 3, 2011

#### A Message from Michelle Peterson, AOPA Vice President of Membership

As an AOPA member you have direct access to our Pilot Information Center, a diversified team of aviation experts — pilots with a multitude of certificates and ratings and a combined total of over 50,000 flight hours. And these experts are available and ready to answer your flight-related questions.

Every year, our Pilot Information Center answers thousands of questions from members like you on topics such as medical certification, flight training, FAA regulations, flight planning, weather and more. You can also find in-depth information and resources online by visiting [www.aopa.org/memberspic](http://www.aopa.org/memberspic).

[Read More.](#)

#### Announcing a New, Free Benefit for AOPA members

Just by being an AOPA member, you are now part of a powerful buying club where you'll get automatic discounts at a wide range of companies. The good news is that you don't have to do anything out of the ordinary to earn these discounts—and the even better news is that it's all free.

Drum roll, please: Introducing the AOPA Lifestyles Member Discount Program!

"As we continue to roll out this new membership benefit, our goal is to make AOPA membership even more valuable by expanding the program with dozens of useful, high-value discounts that make flying more affordable," said AOPA Vice President of Planning, Products, and Corporate Partnerships Ed Thompson. "We're committed to helping our members save money, offsetting the cost of AOPA membership and providing even more savings that will help them fly more often."

[Read More](#)

#### AOPA Medical Services Plan keeps professional pilot flying



Medical reinstated within two weeks. Gould "Stretch" Ryder is director of operations for Ventura Air Services Inc. He described his job this way: "I'm a professional pilot who flies helicopters in and out of Manhattan and throughout the northeast corridor."

He's belonged to AOPA since 1973 in an effort to support AOPA's lobbying efforts on behalf of general aviation.

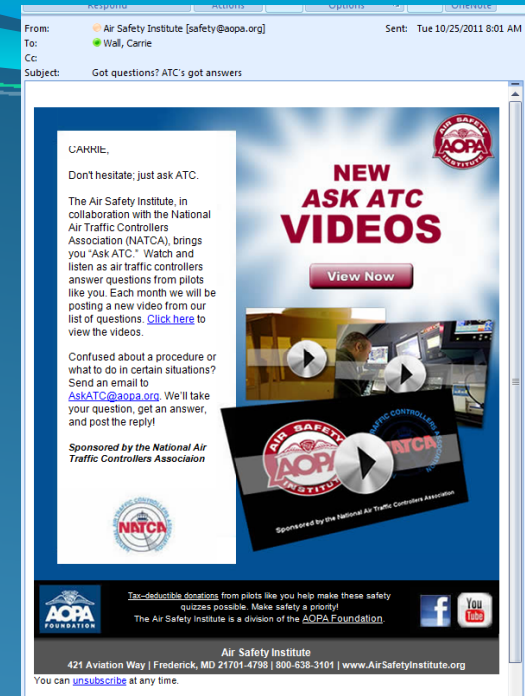
# What is working

## • Testing

Testing subject lines - 10.00% rollout

**New Ask ATC Videos (winner)** vs  
Got questions? ATC's got answers

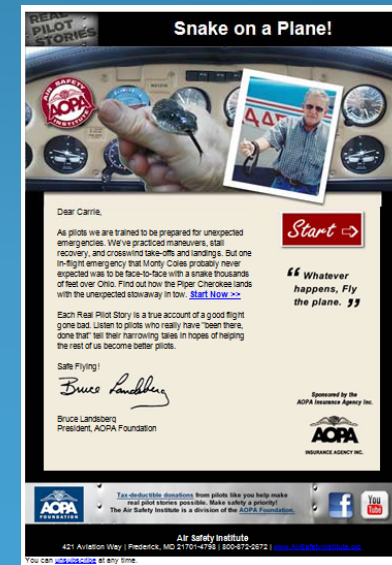
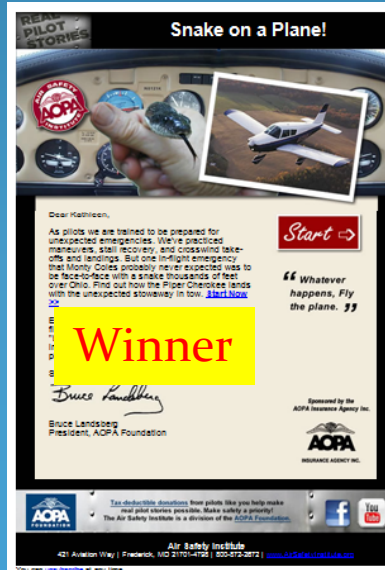
Testing creative – 10.00% rollout



**A|B Stats - F911RPS03 snakes 09-26 A**

Total Recipients : 10144

	Version A	Version B	Champion: Version
	<b>Snake in a Plane</b> <a href="#">Review</a> <a href="#">View Detailed Stats</a>	<b>Snake in a Plane</b> <a href="#">Review</a> <a href="#">View Detailed Stats</a>	
Total Sent	5,072	5,072	0
Total Delivered	5,059	5,060	0
Delivery Rate	99.74%	99.76%	0.00%
Total Bounces	13	12	0
Bounce Rate	0.26%	0.24%	0.00%
Total Opens	532	541	0
Total Unique Opens	405	440	0
Open Rate	8.01%	8.70%	0.00%
Total Clicks	117	97	0
Total Unique Clicks	97	89	0
Click to Open Rate	23.95%	20.23%	0.00%



# What is working

- Link Tracking through Highroads

We can view percentages of "interest" clicks vs. "unsubscribe" clicks.

5.2%



## URGENT MEMBERSHIP MESSAGE NEW USER FEES

5.2% [NEW to help prevent new user fees.](#)

Dear %%First%%,

I recently sent you an urgent letter informing you of proposed new user fees and asking for your membership renewal. Right now, your freedom to fly is being threatened. More than ever, it's critical that you [5.2% new your AOPA membership.](#)

President Obama and Congress want to balance the budget on the backs of general aviation pilots by imposing a substantial new \$100-per-flight user fee. If we don't fight back and win, you could end up paying thousands of dollars more each year to fly.

That's why I'm urging you [5.2% new your membership right away.](#) With your membership renewal you'll give AOPA a stronger voice in Washington, DC. And that means more protection from unfair user fees for you and all general aviation pilots alike.

Your annual membership dues are less than the cost of an hour's worth of fuel...and AOPA membership is a sound investment in preserving the future of general aviation.

There's no time to wait [5.2% new your membership now,](#) before this new user fee kicks in and destroys general aviation.

Sincerely,

Craig L. Fuller  
President and CEO

5.2%

RENEW NOW



Aircraft Owners and Pilots Association  
421 Aviation Way • Frederick, MD 21701-4798  
Phone 800-USA-AOPA (877-2672)

0.1%

[w.aopa.org](#) • [memberservices@aopa.org](#)

Please click here [1.0% subscribe](#) at any time.





**Highest performing emails  
based on  
open and click rates.**

# Acquisitions

Open Rate **21.36%**

Click Rate **11.97%**



From: memberservices@aopa.org  
To: Wall, Carrie  
Cc:  
Subject: Special AOPA Membership Offer - Save \$20 and get a gift

Sent: Wed 5/18/2011 8:46 AM



Limited Time Only!

# AOPA

Membership  
for Just ~~\$45~~ **\$25**

**JOIN NOW!**



**FREE**

For a LIMITED TIME, [AOPA is offering an ONLINE ONLY special dues rate of just \\$25 plus a Free AOPA Kneebord!](#) Join the number one aviation association fighting to protect your right to fly since 1939!

Don't lose your connection to the GA Community. Do your part to Rally GA and [Join AOPA TODAY!](#)

When you join, you'll enjoy exclusive member benefits tools, and resources, including:

- AOPA Pilot Magazine**  
12 issues of aviation's award-winning magazine.
- 24-hour access to AOPA Online at [www.aopa.org](http://www.aopa.org)**  
Including AOPA's Internet Flight Planner, aviation weather, and AOPA Airports™ - our online directory.
- AOPA's Toll-Free Pilot Information Center (800-872-2672)**  
With CFIs and aviation experts to answer your questions.

**And a Free AOPA Kneebord**

**JOIN NOW!**

Together we can make a difference.  
Rally GA and [Join AOPA Today!](#)



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[You can unsubscribe at any time.](#)



# Flight Training

Open Rate **52.58%**

Click Rate **32.35%**



Subject: TEST-HTML-Participate in the AOPA Flight Training Summit

## AOPA FLIGHT TRAINING SUMMIT

Brought to You by |  
**flight**  
training

September 21, 2011

I want to invite you to be part of a very special event—the 2011 AOPA Flight Training Summit—where you will be the first to hear what we've learned (and accomplished) since hosting the 2010 Flight Training Summit last November.

As someone with a vested interest in growing the pilot population, you are likely well aware that most people who begin flight training never earn a pilot certificate. The 70- to 80-percent dropout rate is a serious threat to the entire aviation industry, from flight schools to aviation product manufacturers, and even to the airlines.

I consider growing the pilot population crucial to the future of general aviation, and see helping student pilots complete their training as one of the best ways to accomplish that goal. I believe you personally can contribute greatly to this effort, which is why I hope you will accept my invitation to participate in the [AOPA Flight Training Summit](#) scheduled for Wednesday, September 21, the day before the AOPA Aviation Summit begins in Hartford, Connecticut.

After launching the Flight Training Student Retention Initiative last year, AOPA commissioned an independent research project to gain a deeper, more objective understanding of the current environment. [The Flight Training Experience research report](#) identified specific attributes that drive student perceptions and influence their chances of successfully completing training.

The research told us "what" to work toward, and we have recently been focusing on "how" to get there.

At the Flight Training Summit, we will reveal which steps should be taken first, as well as specific, actionable ideas developed by participants in a series of regional meetings. You'll also hear two very special announcements related to student-support projects we've worked on this year.

During the Summit, we also look forward to sharing more about AOPA's plans to support the business of flight training. And we'll be asking you to take part in discussion groups where you can contribute your own knowledge and experience to our understanding of what must be done to help flight training providers be more successful. Your participation will be instrumental in getting this critically important effort off to the right start.

We hope you will be able to participate in the Flight Training Summit, or if you are unable to join us, you will send a designee. This event is invitation-only and space is limited so we ask that you [register online by Monday, September 19](#). There's no need to RSVP with regrets.

I look forward to seeing you there as we work together to create a brighter future for student pilots and everyone who cares about flight training.

Sincerely,

Craig L. Fuller  
President, CEO  
Aircraft Owners and Pilots Association

**Register Now**

Please note: Your e-mail address will not be sold or rented.  
We may periodically e-mail you information on activities, membership benefits or events.

# President's office

Open Rate **46.15%**  
Click Rate **16.67%**



From: Faoro, Dan  
To: Wall, Carrie  
Cc:  
Subject: FW: Special Invitation-An Evening with Harrison Ford

Sent: Wed 10/12/2011 4:45 PM

## An Evening with Harrison Ford



Dear Dan,

I would like to invite you to a unique AOPA Aviation Roundtable event with Harrison Ford at Charlie Palmer Steak on Tuesday, October 18th in Washington, D.C.

Few people have been able to break through to Members of Congress and those who work on Capitol Hill like Harrison Ford. His previous appearance before the House and Senate General Aviation Caucus filled a large room with people anxious to hear his message in support of AOPA's General Aviation Serves America campaign. I am pleased to report, Harrison is returning to Washington and meeting with the General Aviation Caucus in the US Senate during the day on October 18th.

I am pleased to report, Harrison is returning to Washington and meeting with the General Aviation Caucus in the US Senate during the day on October 18th.

In the evening, we would like to invite AOPA supporters to join us for a Roundtable discussion with Harrison at:

Charlie Palmer Steak  
101 Constitution Avenue, NW  
Washington, D.C.  
Reception at 6:00 PM  
Dinner and photo opportunity at 7:30 PM.

Space is limited to a few dozen attendees and tickets are available to AOPA's significant donors at \$500 per person for the reception and \$1,500 per person for the reception and dinner. However, as a member of the AOPA President's Council, we would welcome your participation on a complimentary basis.

I hope you will consider joining us for the evening where we will thank Harrison Ford for strong support for general aviation and his determination to protect our freedom to fly.

Sincerely,

A handwritten signature in blue ink, appearing to read "Craig L. Fuller".

Craig L. Fuller  
AOPA President and CEO

[Reception, photo opportunity,  
and dinner 6:00 - 9:30 p.m.](#)  
Cost: \$1,500 per person  
Your cost: \$0.00 per person

RSVP

[Reception only 6:00 - 7:30 p.m.](#)  
Cost: \$500 per person  
Your cost: \$0.00 per person

RSVP

[I am unable to attend but I would like  
to support the General Aviation  
Serves America campaign](#)

CONTRIBUTE

P.S. If you have any questions or comments, please contact Dan Faoro at [Dan.Faoro@AOPA.org](mailto:Dan.Faoro@AOPA.org) or 301-696-2027.

## AOPA Aviation Roundtable


Aircraft Owners and Pilots Association  
421 Aviation Way | Frederick, MD 21701-4758 | [www.aopa.org](http://www.aopa.org) | 800-672-2672  
You can unsubscribe at any time.

# AOPA Foundation

Open Rate **56.77%**  
Click Rate **7.67%**



From: AOPA Foundation [memberservice] Sent: Tue 6/7/2011 4:13 PM  
To: Wall, Carrie  
Cc:  
Subject: The report I sent to you



## Thank you for your leadership

Dear Carrie,

A few weeks ago, I sent you your personal copy of the AOPA Foundation's 2010/2011 Philanthropy Report. I hope you've had the chance to look through your report and see how your leadership and support had an extraordinary impact on our freedom to fly.

Your [Philanthropy Report](#) shows exactly how the AOPA Foundation fights for the future of general aviation, whether it's through our safety programs, or our efforts to preserve local airports, restore our pilot population, or educate American citizens about GA's remarkable contributions to their communities.

[Click here to view the 2010 Philanthropy Report with your name listed.](#)

What the financial section of this report doesn't show is how your contributed dollars go to work on behalf of GA every day of the year.

Here's a good example that happened just last January at the North Myrtle Beach Airport. A new, instrument-rated pilot missed an approach, clipped a tree and crashed into a local mobile home park, killing both the pilot and a woman in an RV.

Within days of the accident, the tragedy was compounded by media and the public who got in the game calling for the airport's closure. A region well-served by general aviation for years was at risk of losing an important airport if we failed to act.

That's why the AOPA Foundation responded to the accident immediately. We held a safety seminar that was open to all local pilots and the media. Through this effort, we dispelled the sensationalist claims being made by non-aviation experts in the media, preserved a local airport, and provided valuable safety resources to the area's pilot population.

This is what your leadership and support makes possible. And this is why I'm counting on your support again.

When I sent your Philanthropy Report, I asked you to consider making a special contribution, or the most generous amount you can to the AOPA Foundation.


If you've already sent a special donation and word hasn't reached me, please accept my heartfelt thanks. If you haven't made a contribution, I hope you will today by [clicking here](#).

I'm hoping you'll make a special contribution today because your support will give our efforts added teeth in protecting general aviation today and for future generations.

So please, [click here](#) and make a contribution today. Any amount you donate will be welcomed and greatly appreciated.

Thank you again for your leadership and your generous ongoing support of the Foundation. I look forward to hearing from you soon.

Safe Flights!

  
Bruce Landsberg  
President, AOPA Foundation

[Donate Today](#)

**AOPA Foundation**  
421 Aviation Way | Frederick, MD 21701-4798 | 800-872-2672 | [www.aopaoundation.org](http://www.aopaoundation.org)

You can [unsubscribe](#) at any time.


# Flight School

Open Rate **24.00%**  
Click Rate **10.61%**



From: flightschooltools@aopa.org  
To: Wall, Carrie  
Cc:  
Subject: Order your AOPA student enrollment postcards online

## Get FREE training support for your students



Compliments of AOPA  
[www.aopa.org](http://www.aopa.org)  
666-666-6666

**6 FREE** issues of *Flight Training*!

As a prospective or current student, you qualify for 6 FREE issues of *Flight Training* and a FREE 6-month membership in AOPA, including:  
**UNLIMITED ACCESS** to training resources, downloadable training materials, career path information, and more on [flightschooltools.aopa.org](http://flightschooltools.aopa.org) — **No Risk. No Obligation.**  
**Sign up today! There's nothing to purchase, nothing to cancel.**

Form fields: Name, Street Address, City, State, ZIP, E-mail (previously e-mail requested)

**NO RISK!**

**CLICK HERE to order your FREE supply**

**Limited Time Offer**

### Order your FREE supply of personalized AOPA student enrollment postcards today!

[flightschooltools.aopa.org](http://flightschooltools.aopa.org)

Go online now to order a bulk supply of AOPA student trial membership enrollment postcards personalized with your school's contact information. *It's easy as...*

**1**

Go to [flightschooltools.aopa.org](http://flightschooltools.aopa.org) and personalize your postcards.

**2**

Preview and approve your sample.


**3**

Select quantity and provide your shipping address.

That's it!

A free AOPA student trial membership supports your flight training curriculum!

Make sure your students are enrolled in a **free six-month AOPA student trial membership** giving them access to a wealth of online educational resources - plus **six free issues of *Flight Training* magazine**. They'll be better prepared for each lesson, keeping them motivated and inspired to complete their training!



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[fl.aopa.org](http://fl.aopa.org) • [aops.org](http://aops.org) • [flightschooltools.aopa.org](http://flightschooltools.aopa.org)




# Air Support Network

Open Rate **65.25%**  
Click Rate **80.51%**




from: Wall, Carrie  
to: Collieran, Joey  
cc: Tenberg, Brian; Reed, Kim; Ashton, Angela  
subject: RE: TEST-HTML-Free Loaded Flash Drive for ASN Volunteers

Sent: Thu 11/17/2011 4:37 PM



### ASN Volunteers Only Flash Drive Loaded with AOPA Resources



Dear Carrie,

The Airport Support Network team would like to give you a flash drive loaded with AOPA resources to help you in continuing efforts to promote, protect and defend America's community airports.

Thank you for making a difference and playing an instrumental role in ensuring your airport's long-term survival.

Please [click here](#) now to receive your AOPA Flash Drive.


**GET YOURS NOW**

*Thank you for promoting, protecting and defending America's community airports*

## ASN VOLUNTEERS

Promoting, protecting, and defending America's community airports

Aircraft Owners and Pilots Association  
421 Aviation Way | Frederick, MD 21701-4798 | 800-872-2672 | [www.aopa.org](http://www.aopa.org)



# Products & Services Reoccurring

Open Rate **58.90%**  
Click Rate **27.34%**



From: AOPA - Aircraft Owners and Pilots Association Sent: Wed 8/10/2011 8:24 AM  
To: Wall, Carrie  
Cc:  
Subject: Common FAA Fines and Suspensions

## AOPA Legal Services Plan

Plans start as low as \$33!

### Would you know what to do if you faced an FAA enforcement action?

It's a scary thought but the reality is every time you fly you're responsible for complying with at least 700 relevant federal aviation regulations. No matter how good a pilot you are, incidents can happen.

It's time you join the thousands of AOPA members who won't fly without the protection of the AOPA Legal Services Plan.

[Click here and start protecting your certificate today.](#) You'll receive:

- Coverage that pays for most attorney fees for FAA violations and US Customs matters, and legal advice and assistance regarding aircraft accidents, or even your aircraft purchase or sale.
- An annual review and critique of your key aviation documents such as aircraft rental, leaseback, hangar and tie down agreements.
- Unlimited consultation with the Plan's legal staff on most matters covered by the Plan.

Even minor infractions can result in serious penalties. [Click here](#) to find out about some of the most common FAA actions and the resulting fines and/or suspensions.

Enjoy peace of mind every time you fly knowing that if a federal enforcement action is yours, [you'll have the best Legal Services Plan available anywhere.](#)

[See the Plan Description for complete coverage and exclusions.](#)



Aircraft Owners and Pilots Association  
421 Aviation Way Frederick, MD 21701-4798  
[www.aopa.org](http://www.aopa.org) 800/USA-AOPA

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Please note: Your e-mail address will not be sold or rented.  
We may periodically e-mail you information on activities, membership, benefits or events.



Think you  
**won't**  
need legal  
coverage?

Think Again.

Enroll Online Now!  
or Call 1-800-USA-AOPA



## Products & Services

AOPA Store: Exclusive holiday discounts and deals

Open Rate **39.07%**  
Click Rate **10.72%**



Shop the AOPA Store • [www.aopastore.com](http://www.aopastore.com)

We know what's on  
every pilots holiday  
wish list...



**Holiday Deals** only available through December 23



AOPA Flight Watch



AOPA Leading  
Edge Jacket



AOPA Flight Bag



AOPA 2011  
Holiday Ornament

**Great Gifts Under \$20**



AOPA Pilot Cap



AOPA Tin Canoe



AOPA Water Bottle



AOPA Wings T-Shirt

**Great Gifts Under \$50**



AOPA 2000  
Plasma Cool Polo Shirt



AOPA ID Wallet with  
Ramp Pass Insert



AOPA Dark Pilot Shirt



AOPA Knife

Aircraft Owners and Pilots Association  
421 Aviation Way, Frederick, MD 21701  
800/USA-AOPA [www.aopa.org](http://www.aopa.org)  
Unsubscribe

## Products & Services

Open Rate **70.00%**  
Click Rate **34.92%**



Dear fname,

As pilots we share in a wonderfully diverse aviation community. At the heart of that community is a passion for general aviation that bonds us all. Yet it does not define us and our interests outside of aviation are as varied as the type of aircraft we fly.

It is in keeping with that knowledge that AOPA accepted an opportunity to help bring those within the community who share an enthusiasm for wine together with the AOPA Wine Club.

As a participant in the club you are part of a select group of members who took advantage of this unique way to support general aviation and the Flying Vintners.

However, after much consideration we have decided that the overall appeal to the AOPA membership as a whole is not broad enough to continue the AOPA Wine Club as it exists today. You can expect to receive one final wine club shipment in the coming weeks.

We are pleased to announce that while we are discontinuing the program in its current form, you will be able to continue enjoying fantastic wines directly from the many Flying Vintners.

You may also purchase from your favorite Flying Vintners via the link provided on the AOPA Lifestyles web page.

Again, thank you for your participation and we encourage you to continue exploring all the exciting wines offered by the Flying Vintners.

Sincerely,

Craig Fuller  
AOPA  
President and CEO

Chad Meyer  
Wines for Good  
CEO

We hope you can join us!

## Products & Services

Open Rate **70.00%**  
*Informational only  
no click rate*



### **AOPA** **MEMBER PRODUCTS** **PARTNER DINNER**

SWING BY THE NIGHT FOR FLIGHT EVENT and join us for a complimentary night of elegant food, fun, and jaw dropping entertainment! Featuring a gravity defying performance by AiRealistic. This year's AOPA Member Products Partner Dinner is sure to be a soiree you won't soon forget.

**When: Thursday, September 22**  
**6:30 p.m. – 9:30 p.m.**

**Where: Connecticut Convention Center**



**Attire: Business**

Please RSVP to [marci.d'alessio@aopa.org](mailto:marci.d'alessio@aopa.org) by August 26th  
*As this is a ticketed event, we will be unable to accomodate those who have not previously sent an RSVP.*



Open Rate 24.75%  
Click Rate 3.28%



From:  Wall, Carrie Sent: Wed 10/19/2011 10:03 AM  
To:  DeBacker, Adrienne  
Cc:  
Subject: FW: Carrie, Only 2 days left for Summit Registration Savings

## AOPA Aviation Summit

HARTFORD, CONNECTICUT - SEPTEMBER 22-24, 2011



**Special rates available  
through August 22**

**Register now  
for  
Special Savings** 

### 3 action packed days of all things aviation

## Thursday, September 22

**8:00 a.m. Opening Keynote - The Future of Aviation** featuring an exciting look forward at cutting-edge technology from United Technologies and a lively discussion with AOPA experts on the key issues affecting pilots.

8:00 a.m. - 5:00 p.m. Tour the Exhibit Hall, visit the AOPA Member Pavilion for free medical certification advice, legal advice, aircraft ownership tips and information. Also join us in the Exhibit Hall for live interviews with aviation leaders and celebrities, and the brand new AOPA Learning Pavilion with 30-minute educational sessions. Northeast ATC to Women in



8:00 a.m. - 5:00 p.m. See all aircraft on display at Airportfest, held at Hartford-Brainard Airport only 2 miles from the Convention Center, including the Red Tail P-51. Flying Musicians will play live from the Airportfest stage daily.



10:00 a.m. - 4:30 p.m. Choose from dozens of seminars including Rod Machado's *Thinking Small to Avoid Big Mistakes*, *Practical Tips for Flying GPS and WAAS-Based Approaches*, *10 Stupid Things Pilots Do to Sabotage Their Aviation Medical*, *NextGen and Avgas updates* plus many more.

5:30 p.m. and 8:30 p.m. Check out the CT Science Center next to the Convention Center and take in a movie. Showing *Memphis Belle* and *Legends of Flight* with two showings each. (Ticket required)

8:30 p.m. AOPA Foundation's  
A Night for Flight Benefit and  
Online Auction with  
entertainment by AIRealistic.  
(Ticket required)



## Friday, September 23

8:00 a.m. Keynote - FAA Administrator Randy Babbitt

9:00 a.m. - 6:00 p.m. Tour the Exhibit Hall, visit the Sikorsky X2 Helicopter and other aircraft displays. Also join us in the Exhibit Hall for live interviews with aviation leaders and celebrities, and the brand new AOPA Learning Pavilion with 30-minute educational sessions covering topics from Preflighting Your Aviation Medical to Aviation Photography.

9:00 a.m. - 6:00 p.m. See all aircraft on display at Airportfest including the TetraTug as well as Cessna, Citrus and many others, held at Hartford-Brainard Airport only 2 miles from the Convention Center. Flying Musicians will play live from the Airportfest stage daily. Naval Aviators Meet Up at the Airportfest stage will be at 9:30 a.m.

### Schedule at a Glance

## Thursday, September 22

5 a.m. - 2 a.m.:  
Keynote: The Future of Aviation

9 a.m. - 5 p.m.:  
Subtitl Hall Open

9 a.m. - 5 p.m.:  
Airport: Open

10 a.m. - 11 a.m.:  
ACPA Live

10 a.m. - 11 a.m.:  
Seminars

11 a.m. - 11:30 a.m.:  
ACPA Learning Pavilion

11:30 a.m. - 12:30 p.m.:  
Seminars

1 p.m. - 1:30 p.m.:  
ACPA Learning Pavilion

2 p.m. - 3 p.m.:  
Seminars

2 p.m. - 2:30 p.m.:  
ACPA Learning Pavilion

2:30 p.m. - 4:30 p.m.:  
Product Demos

3:30 p.m. - 4:30 p.m.:  
Seminars

4:30 p.m. - 5:00 p.m.:  
ACPA Learning Pavilion

5:30 p.m. and 6:30 p.m.:  
Night View

8:30 p.m. - 9 p.m.:  
A Night for Flight Deck

## Friday, September 23

8 a.m. - 9 a.m.:  
Keynote: FAA Administrator Randy Seibert

9 a.m. - 5 p.m.:  
Exhibit Hall Open

9 a.m. - 5 p.m.:  
Airportfest: Open

9 a.m. - 2:30 a.m.:  
ACPA Learning Pavilion

10 a.m. - 2 p.m.:  
ACPA Live

10 a.m. - 10:30 a.m.:  
ACPA Learning Pavilion

10 a.m. - 11 a.m.:  
Seminars

11 a.m. - 11:30 a.m.:  
ACPA Learning Pavilion

11:30 a.m. - 12:30 p.m.:  
Seminars

12:30 p.m. - 2 p.m.:  
Lunch

1 p.m. - 5:30 p.m.:  
ACPA Learning Pavilion

2 p.m. - 2 p.m.:  
Seminars



Summit email  
with the highest open rate

Open Rate 44.55%  
Click Rate 8.75%




From: Wall, Carrie  
To: DeBacker, Adrienne  
Cc:  
Subject: FW: AOPA Summit Hotel Deadline is Aug. 28 - Book Today!

Sent: Saturday, August 20, 2011 8:02 AM

To: Wall, Carrie


Subject: AOPA Summit Hotel Deadline is Aug. 28 - Book Today!



AOPA encourages attendees to book at only official AOPA hotels

HARTFORD, CT • SEPT. 22-24

# STAY & PLAY



Dear Carrie,

When you stay at an official AOPA Summit hotel, you are guaranteed to receive the lowest rates during that week, and if the hotel is sold out, your reservation is always secure. In addition, staying at one of the 10 official AOPA Summit hotels provides you, your guest and family with a great networking experience. For this year's show, we have selected a range of hotels, from airport locations (for Brainard and Bradley International) to hotels that are either adjacent to or within walking distance to the Connecticut Convention Center.


Why should you use our official AOPA Summit Housing organization?


- AOPA Summit Housing only requires a one-night deposit in advance on or after August 28.
- Your rate at each official hotel is **guaranteed** to be the lowest during the week of the show.
- Should the hotel inadvertently overbook, by contract, they must "walk" all other guests before they ask to move AOPA guests
- AOPA Summit Housing is a great place to network with fellow attendees!

Any attendee that has booked at the following hotels is eligible for a drawing from the hotel - the drawing ranges from a gift credit card to priority points from that hotel. Participating hotels are: Crowne Plaza, Hampton Inn & Suites, Hartford Plaza Hotel, Hartford Windsor Marriott, Hilton Downtown, Hilton Garden Inn-Bradley Airport, Holiday Inn Express (Brainard Airport), Residence Inn, and Marriott Downtown. The lucky guest selected from each hotel will be notified by AOPA during the show! [Book your hotel here.](#)

ALERT: AOPA Summit Housing is the only authorized housing partner associated with the 2011 Aviation Summit. While other companies may contact you offering housing, they are not endorsed by or affiliated with the 2011 AOPA Summit.

Be careful before entering into a financial agreement with any unofficial company, as their legitimacy and policies may be questionable and the 2011 AOPA Summit staff will not be able to provide a resolution to issues related to such reservations.





Aircraft Owners and Pilots Association  
421 Aviation Way | Frederick, MD 21701-4796 | 800-USA-AOPA | [www.aopa.org](http://www.aopa.org)

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Please note: Your email address will not be sold or rented.

PAC

Open Rate 46.68%  
Click Rate 75.68%



From: Craig Fuller - AOPA President [A] Sent: Wed 9/28/2011 9:50 AM  
To: Wall, Carrie  
Cc:  
Subject: Please sign our USER FEES Petition NOW!



Please sign our  
**USER FEES Petition NOW!**

Sign the Petition Today

### USER FEES ARE BACK

And they're a disaster for general aviation – just waiting to happen!  
Make your voice heard in this fight by signing your name to our petition today!

Dear Carrie,

Recently I sent you a letter and included our AOPA PAC Pilot Petition to fight back against user fees that are now back on the table in the U.S. Congress.

If you've already signed and returned your petition, please accept my thanks. But if you haven't yet responded, please take a moment to add your name to this petition today.

There's never been a more important time for you to make your voice heard.

As you're well aware, the U.S. government is facing a financial crisis that is unprecedented in history. And for some politicians, general aviation and pilots like you and me are now on their prime target list for huge revenue increases.

No matter what form they take, user fees would destroy general aviation as we know it.

In every country where they've been implemented, user fees have made flying available only to the wealthy few, and have led to the immediate decline – and in some cases, the ultimate destruction – of general aviation.

Just imagine the impact on our pilot population and our community airports if the federal government were to impose new fees on takeoffs, landings, weather briefings and ATC communications. The cost of flying would skyrocket. Airplane owners would leave towared fields by the thousands. Flight schools and FBOs would be shut down, rental aircraft would disappear, and reduced traffic would result in fewer towers and lower safety margins.

The future of 1.2 million general aviation jobs hinges on the outcome of this battle, along with the \$150 billion in economic activity that general aviation generates each year. And for you and me, this battle will decide whether or not we continue to enjoy the freedom to fly as we know it today.

That's why I'm asking you to make your voice heard – and draw a line in the sand with your elected officials – by adding your name to our Pilot Petition.

If you've already signed and returned the petition I sent you, thank you. But if not, please take time right now to [sign your petition online](#). Every pilot who signs this petition brings us one step closer to winning the most high-stakes political battle we've ever fought.

And if possible, please make a generous contribution to the AOPA Political Action Committee at the same time.

AOPA is the only AOPA organization that can give direct support to candidates running for the U.S. House and Senate. By contributing today, you'll help make it clear to every elected official in Washington that they will put their jobs at risk at election time if they launch punishing user fee attacks against general aviation. And that's a message that every politician can understand loud and clear.

So please, whether you can contribute \$25, \$35, \$50 or \$100, or even a larger amount like \$250 or \$500, [sign your petition online](#) right now and make the most generous contribution you can to AOPA PAC.

This battle will have a huge impact on the future of your flying. We've never needed your personal involvement and your financial support more than we do right now.

Thank you for your participation and support.

Craig L. Fuller  
Chairman, AOPA PAC

DEFEAT USER FEES... [Sign our Pilot Petition now!](#)

Sign the Petition Today

Aircraft Owners and Pilots Association  
421 Aviation Way | Frederick, MD 21701-4798 | [www.aopa.org](#) | 800/872-2672

You can [unsubscribe](#) at any time.



# Air Safety Institute PSA

Open Rate **44.82%**  
Click Rate **54.75%**



From: Air Safety Institute [safety@aopa.org]  
To: Wall, Carrie  
Cc:  
Subject: Watch this sobering VFR-into-IMC experience

Share this email



**CARRIE,  
hear the true story  
now. . .**

It was supposed to be a routine VFR flight, but the weather here is nothing like what you expected. Still, you press on. Above, a menacing overcast creeps ever closer, as all around you the mist draws down its gray blinds. Somewhere inside, a voice is saying, "You should have turned back."

How long could you maintain control after stumbling into instrument conditions? [Watch this PSA](#) for a sobering look at the VFR-into-IMC experience.

Pilot Safety Announcement



**"178  
Seconds  
to Live"**

**WATCH THIS PSA ▶**



Tax-deductible donations from pilots like you help make these ASI safety products available. Make safety a priority!  
The Air Safety Institute is a division of the AOPA Foundation.



Air Safety Institute

421 Aviation Way | Frederick, MD 21701-4798 | 800-872-2672 | [www.AirSafetyInstitute.org](http://www.AirSafetyInstitute.org)

You can [unsubscribe](#) at any time.

WINNER

# Air Safety Institute - Real Pilot Story creative test

Open Rate **32.63%**  
Click Rate **49.94%**

Air Safety Institute [safety@aopa.org]  
Wall, Carrie  
Sent: Wed 11/11/15 10:11 AM  
Subject: Mayday! Mayday! Watch Now!

**"MAYDAY! MAYDAY! MAYDAY!"**  
"...It's coming apart! It's coming apart!"

[» Watch This Real Pilot Story](#)

Just as the stunning panorama of Mount McKinley unfolded before his eyes, Don Lee, an experienced airline transport pilot, knew something had gone terribly wrong with the flight. At 11,000 feet near Mount McKinley in a very remote area of Denali Park the airplane became uncontrollable and started shaking violently when the wings started oscillating up and down.

This short (approx. 10 minute) captivating account including actual video footage is a brand new *Real Pilot Story* brought to you by the Air Safety Institute. Watch ["Mayday at Mount McKinley"](#) and you'll learn the steps and actions the pilot took to get the airplane and his passengers back to the airport.  
[Click here.](#)

Watch "Mayday at Mount McKinley"

#### Mayday at Mount McKinley:

**Location:** Denali Park—  
Mount McKinley, Alaska

**Aircraft:** de Havilland  
Beaver DHC-2

**Pilot:** Donald R. Lee,  
AOPA member since 1998

**Operation:** A Part 135  
air-taxi sightseeing flight  
(pilot and three passengers)



Air Safety Institute  
421 Aviation Way  
Frederick, MD 21701-4708  
800-638-3101  
[www.airsafetyinstitute.org](http://www.airsafetyinstitute.org)

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The Air Safety Institute is a division of the [AOPA Foundation](#).



## Real Pilot Stories



Share this email   

**"MAYDAY! MAYDAY! MAYDAY!"**  
**IT'S COMING APART!"**  
Uncontrollable at 11,000 ft - [watch now](#)

Dear Aviation Enthusiast,

Just as the stunning panorama of Mount McKinley unfolded before his eyes, Don Lee, an experienced airline transport pilot, knew something had gone terribly wrong with the flight. At 11,000 feet near Mount McKinley in a very remote area of Denali Park the airplane became uncontrollable and started shaking violently when the wings started oscillating up and down.

This short (approx. 10 minute) captivating account — including actual video footage — is a Real Pilot Story brought to you by the Air Safety Institute. Watch "Mayday at Mount McKinley" to see what the pilot did to get the airplane and his passengers back to the airport.

[Click Here >>](#)



**WATCH NOW** 

#### Mayday at Mount McKinley:

**Location:**  
Denali Park — Mount McKinley,  
Alaska

**Aircraft:**  
de Havilland Beaver DHC-2

**Pilot:**  
Donald R. Lee,  
AOPA Member since 1998

**Operation:**  
A Part 135 air-taxi sightseeing flight  
(pilot and three passengers)



Funded by generous [tax-deductible donations](#) from pilots like you.  
The Air Safety Institute is a division of the [AOPA Foundation](#).



Air Safety Institute



# Newsletters

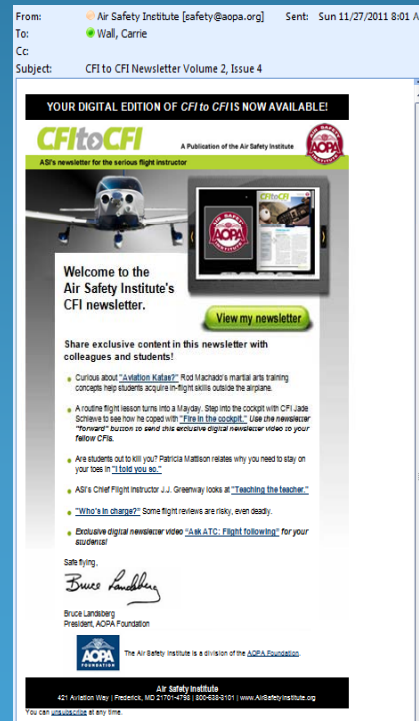
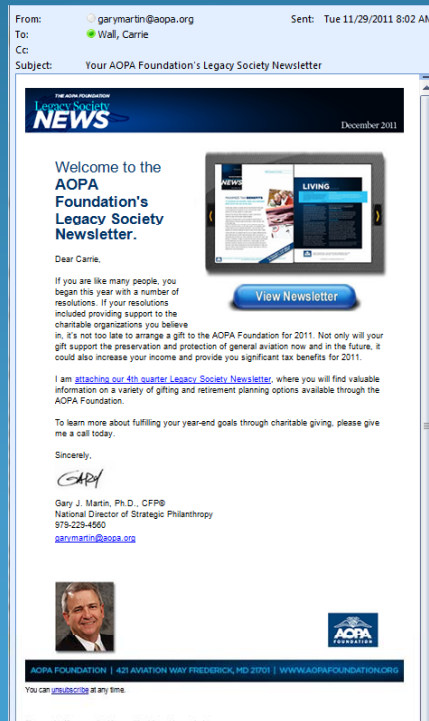


**Lets Go Flying**  
**Monthly Newsletter**  
 Open Rate 19.51%  
 Click Rate 17.16%

**Legacy Society**  
**Bi Monthly Newsletter**  
 Open Rate 31.32%  
 Click Rate 12.02%

**CFI to CFI**  
**Bi Monthly Newsletter**  
 Open Rate 34.40%  
 Click Rate 25.55%

**Benefits Bulletin**  
**Monthly Newsletter**  
 Open Rate 34.67%  
 Click Rate 13.61%





# Newsletters



**LSP Protected Pilot**  
**Quarterly Newsletter**  
 Open Rate 40.15%  
 Click Rate 11.15%

**Fly Well Newsletter**  
**Bi Monthly Newsletter**  
 Open Rate 28.54%  
 Click Rate 50.61%

**IA Quarterly**  
**Newsletter**  
 Open Rate 39.19%  
 Click Rate 3.16%

**Bruce's Blog**  
**Weekly Newsletter**  
 Open Rate 44.01%  
 Click Rate 5.54%

From: AOPA - Aircraft Owners and Pilots Association Sent: Sat 10/22/2011 8:02 AM  
 To: Wai, Carrie  
 Cc:  
 Subject: AOPA Protected Pilot Newsletter

**Issue 03 • October 2011**

**Did you see us at Summit?**

By Kathleen A. Yodanis

AOPA had its annual convention in September in Hartford, Connecticut. The weather was sunny (a technical aviation term), but the city and its citizens were warm and hospitable, the energy and enthusiasm was high and AOPA Aviation Summit was once again a success. From where I stood, aviation was in good luck, and we were!

In the AOPA Members Products area of the Summit, attendees were given a trifurcated quiz to have stamped at each booth. The completed quiz was then turned in for the chance to win a great prize.

The question posed at the LSP booth was: "All airspace is subject to some VFR minimums". The answer to our question...

[Read More](#)

**Legal Briefing**

By Kathleen A. Yodanis

Before we begin a flight, we must plan and prepare so that the flight can be conducted safely. As we progress in our initial flight training and then move into other aircraft, our preflight activities become tailored to the particular operation we are conducting. The regulatory responsibilities to properly prepare for a flight encompasses that preflight activities will vary—sometimes quite a bit—between pilots and airplanes and environments. Therefore, the federal aviation regulation that requires preflight activities is primarily and intentionally general in its language.

FAR 91.103 is titled "Preflight Action" and its language starts, "Each pilot in command, shall, before beginning a flight, become familiar with all available information concerning that flight."

[Read More](#)

**Pilot Counsel**

By June S. Yodanis

14 CFR Part 91.211 requires supplemental oxygen for general aviation (noncommercial) operators (pilots and some other commercial operators) and aircraft have stricter requirements. I present this column at the time because of a pilot's, over the years, more and more GA aircraft are operating at higher altitudes where the rules kick in. I can simplify this review for the reader by focusing on the requirements that apply to the particular aircraft that one flies. So, let's differentiate aircraft as either (1) an unpressurized aircraft that does not carry supplemental oxygen, or (2) an unpressurized aircraft that has supplemental oxygen, and (3) a pressurized aircraft.

[Read More](#)

Cc: Fly Well: Latest FAA Certification Updates, Disease Prevention, & Nutrition  
 Subject: Fly Well: Latest FAA Certification Updates, Disease Prevention, & Nutrition

**Issue 12 • November 2011**

**MY AIRPLANE**

...is a phrase we are all familiar with. When you take control of the aircraft from your cockpit you mouth these words to ensure there is no debate on who defines the direction of travel. So why not use a similar assumption of authority as the visit with your aviation medical examiner (AME) looms closer on the horizon?

It is astonishing how often a deferral or denial occurs that might have been avoided by the pilot patient in the run up to the appointment. Let's look at a couple of examples. First of all, think of your poor doctor: the end of the month when your medical runs out is also the same time when everyone else's medical runs out and that is when your AME is at their busiest. If you have a problem that needs some work and the day of your appointment is the last day of the month you are going to be deferred. Better to schedule earlier in the month to buy yourself a buffer.

[Read More](#)

**FLY WELL: STAY ACTIVE THIS HOLIDAY SEASON**

The holiday season is quickly approaching making it even harder to commit to a dedicated workout plan with shopping, parties and family time. This is typically the time that most people let go of their workout goals when they should be working even harder to keep them up. While losing weight during this time may prove to be difficult with the copious amounts of comfort foods passed under our noses we can work to maintain our current weight and fitness levels. Why throw away all of your hard work for two months when there are fast and simple things that you can do to get you through the holidays.

[Read More](#)

**INFECTION**

Two seemingly unconnected recent incidents inspired me to write this column. First, I saw a pal recently and noted

**Insured Pilot**  
 Providing the latest insurance news and advice

Third Quarter 2011

**In This Issue**

- Hurricane Pointers
- Providing you with excellent service is Team X-Ray
- Types of Coverages
- New Expanded Renter's Coverage
- AOPA Aircraft Partnership Program

**Hurricane Pointers**

Whether you live in a hurricane prone state or not, it is good to be aware of how insurance companies address new and increased coverage during certain weather conditions.

When the US National Weather Service issues a hurricane watch or warning for an area that includes the aircraft's home base, the insurance companies will generally restrict the issuance of new and increased coverage until the watch or warning has been lifted. Policyholders in hurricane states should review their policies before the start of the hurricane season to avoid being caught off guard.

Several companies have a specific hurricane endorsement that allows the policyholder to move the insured aircraft away from its home base when there is a watch or a warning. The company will reimburse reasonable costs to move the aircraft up to a certain amount. If you pursue this action, keep receipts of all the costs you incur including costs for a hotel, meals, temporary hangar fees, etc. Check your policy or check with your account manager if you have questions regarding this feature. Moving the aircraft is not required.

**Providing you with excellent service is Team X-Ray.**

Ray Self is the Team Lead, a graduate of Embry-Riddle with a Bachelor of Science in Aeronautics and minor in Safety and Management. Ray is a Commercial, Instrument-Rated pilot with over 500 total hours. He is also an Accelerated Ground Instructor. Ray is a huge fan of the Beach family of aircraft, particularly the Duchess, but the Sport holds a special place in his heart as it was the last plane that he owned.

**Leading EDGE**

**Never too early to speculate?**

November 14, 2011 by Bruce Landberg

This accident attracted national attention in mid-November. It involved an 82-year-old pilot who was flying a Cessna 441QII. The pilot was a former basketball coach and assistant coach at a local college. The accident occurred on a flight from the airport to a local business meeting. The pilot was flying at a low altitude and was struck by a power line. The aircraft was destroyed and the pilot was killed.

[Read & Post Comments](#)

[Participate in Poll](#)

[Help support the AOPA Foundation](#)

The pilot's disclosure was spotted, arising from old aircraft. Old engines that must be overhauled (not correct, old pilots, possible fuel "starvation" and so on). A few entries their frustrations about the cost of flying and airports – not sure what the had to do with this accident but hey, it is the internet where any inquiry is allowed and in some quarters, welcomed. In the immortal words of writer John Lennon, "The irony of the information Age is that it has given new respectability to uninformed opinion."

The Air Safety Institute and AOPA fielded a question from a reader regarding aging pilots, their safety record and whether there ought to be a mandatory age limit for GA pilots. The reader asked if age 65 was a reasonable recommendation for GA pilots. Our response was that aging is a highly personal issue and as such should be handled on a case-by-case basis. The Air Safety Institute has a column for aging pilots that will appear in the next few weeks so, if you have a friend who fits the category be sure and tell them about it. We'll provide appropriate links.

This accident was a head reminder for OBU which last members of its member's birthday party in January 2009 during a charter flight in a King Air 200. The aircraft changed its heading for a few moments but not for coconuts. A reevaluation is now likely.

Perhaps it's human nature to guess about accident causes before there is evidence and for some purposes? To show off our expertise, get a job, keep a job, help the media, create controversy—well, it is endless. The thing comes living too many times myself. I now mostly follow Abraham Lincoln's advice, "It is better to remain silent and be thought a fool than to open one's mouth and remove all doubt."

**Bruce Landberg**  
 Bruce Landberg  
 President, AOPA Foundation

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 Air Safety Institute is a division of the AOPA Foundation

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 421 Aviation Way / Frederick, MD 21704-1798 / 800-372-2672 / www.AirSafetyInstitute.org

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# Products & Services Reoccurring Emails

Call for a quote and get a FREE hat!



What every pilot needs to know about Renter's Liability Insurance

Many pilots who rent or borrow an aircraft don't know that they are flying uninsured or underinsured. The risks of flying without their own insurance: flying uninsured puts you at great financial risk.

- Q: Why should I buy a renter's policy - doesn't my FBO's insurance cover me?**  
**A:** Not usually. The FBO's policy protects the FBO - rarely the pilot. That means without renter's insurance you could be flying with no coverage at all. With the increasing costs of parts and labor, repairs can run into thousands of dollars.
- Q: Is Renter's Liability Insurance expensive?**  
**A:** No. You can get comprehensive Renter's coverage from AOPA Insurance Agency for as low as \$175 a year. As an AOPA member, you're getting a 5% discount and we offer a 10% discount at renewal to AOPA members who maintain a clean, free, clean flying record.
- Q: Why AOPA Insurance Agency?**  
**A:** AOPA Insurance Agency is 100% endorsed by AOPA. Its revenues from this program help AOPA offer additional benefits to members and funds important GA initiatives such as Airport Watch, the Airport Support Network, and Let's Go Flying.

Apply Today - and fly with peace of mind that you and your passengers are protected - [www.aopa.com/renter](http://www.aopa.com/renter) or call an experienced aviation insurance specialist at 800-622-2672.



Services underwritten by Cherry Aerospace Insurance Services, Inc.  
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[www.aopa.com](http://www.aopa.com) or call 1-800-622-2672

## Your AOPA Medical Services Program enrollment has LAPSED!

Renew Now

Your enrollment in the AOPA Medical Services Program has lapsed. You are no longer entitled to the critical assistance and tools that the program provides.

We strongly encourage you to renew this important coverage. The FAA medical certification process can be a minefield for the unprepared. Don't go it alone.

### Don't Lose Access to these Important Benefits

- Support from our Medical Certification Specialists in tracking your medical records through the FAA and answering questions related to your FAA medical certificate.
- Informative bi-monthly Medical Newsletter written by medical professionals who are pilots and tailored to the needs of pilots like you, including updates on evolving medical treatments, nutrition, and FAA medical certification procedures.
- Plus, a FREE prescription drug discount card offering potential savings of 15% to 60% for you and your family.

Renew Now

421 Aviation Way • Frederick, MD 21701 • 800-USA-AOPA • [www.aopa.org](http://www.aopa.org)

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Please note: Your e-mail address will not be sold or rented. We may periodically e-mail you information on activities, membership, benefits or events.

## Head spinning from the medical certification process? AOPA can help!

Dear Angela,

AOPA Medical Services Program is a comprehensive service created to assist pilots in the FAA's medical certification process. Learn how to navigate the FAA's maze of regulations for medical certification. The AOPA Medical Services Program can provide you with personalized, in-depth assistance from experts with extensive pilot, paperwork, and the FAA.

In the words of AOPA member George Jordan, "I had a problem and AOPA stepped in and solved it." George was able to get his medical certificate renewed after 24 hours after intervention from our medical certification specialist, "Nancy".

### Enroll Now

You'll find that enrolling in the AOPA Medical Services Program is truly one of the best decisions you can make as a pilot.

Please respond within 30 days to take advantage of this great program.

Comprehensive assistance in the AOPA Medical Services Program is only \$80 and will give you full access to the benefits and services offered by the program including a full review of your medical records.

Essential enrollment is for those just looking for the basics. For just \$27, AOPA will assist you with all of the general steps and resources. Additional assistance is available.

Direct access to the AOPA Medical Services Program today, or call 800-622-2672. Program runs continuously with maintenance.

Highly regarded,  
Gary E. Cump  
Director, Medical Certification Department

P.S. No other medical certification program for GA pilots has this many benefits at this low price. Make that why it's setting the industry standard. Commit today to your grounded-again!

You'll get the following benefits for just \$99 a year when you enroll:

- Pre-application review of your medical records by an experienced medical certification specialist who will also be available to you for follow-up consultation while the FAA processes your case.
- A laptop between you and the FAA.
- Online tools to help you manage your health.
- Bi-monthly informative medical e-newsletter, general ground school.
- Plus, a FREE prescription discount card with savings of 15% to 60% off retail pharmacy pricing.



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www.aopa.org

## Buying An Aircraft?

AOPA Ownership Services Can Help



AOPA Aircraft Financing	AOPA Aircraft Insurance	AOPA Title Services
<ul style="list-style-type: none"> <li>Competitive Rates</li> <li>Fast Approval</li> <li>Simple Application Process</li> </ul>	<ul style="list-style-type: none"> <li>Competitive Pricing</li> <li>Added Benefits</li> <li>Great Coverage Options</li> </ul>	<ul style="list-style-type: none"> <li>Title Search</li> <li>Escrow Services</li> <li>Document Submission</li> <li>AOPA Bonus</li> <li>AOPA member discounts</li> </ul>

If you're looking to buy an aircraft, check out [AOPA Ownership Services](http://www.aopa.org/ownership). You'll get competitive rates on [Aircraft Financing](http://www.aopa.org/ownership), [Aircraft Insurance](http://www.aopa.org/ownership), [AOPA Title Services](http://www.aopa.org/ownership) and other ownership related services.

All AOPA ownership partners are trusted with the AOPA name and provide vital revenue to AOPA to maintain the freedom, safety, and affordability of GA!

Click Here for More Information

AOPA 421 Aviation Way • Frederick, MD 21701 • 800-USA-AOPA  
AOPA Aircraft Financing, AOPA Aircraft Insurance, AOPA Title Services  
AOPA Insurance Agency • PO Box 9170 • Wichita, KS 67277 • 800-622-2672  
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## Your Coverage has Expired!

The AOPA Medical Services Program



RENEW NOW

Your enrollment in the AOPA Medical Services Program has EXPIRED. You are no longer entitled to the critical assistance the program provides, including important tools that enable you to take charge of your health and help keep you flying.

Renew today and we will reactivate your access to these tools, which includes online health risk assessments, an informative bi-monthly medical e-newsletter that helps keep you informed of evolving medical treatments, pilot health and nutrition, and FAA medical certification procedures, plus, a FREE prescription discount card with savings of 15% to 60% off retail pharmacy pricing.

Renew your enrollment in the AOPA Medical Services Program and take control of your health today!

RENEW NOW

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## WELCOME

The AOPA Medical Services Program



Dear Angela,

Welcome to the AOPA Medical Services Program. As someone who has been proactive about your health and has recently enrolled in our new Medical Services Program, you should know you're entitled to:

- Support from our Medical Certification Specialists in tracking your medical records through the FAA and answering questions related to your FAA medical certificate.
- Access to interactive online tools and personalized risk assessments, designed to help you take charge of your health.
- Informative bi-monthly Medical Newsletter written by medical professionals who are pilots and tailored to the needs of pilots like you, including updates on evolving medical treatments, nutrition, and FAA medical certification procedures.
- Plus, a FREE prescription drug discount card offering potential savings of 15% to 60% for you and your family.

Start accessing the online tools by visiting [www.aopa.org](http://www.aopa.org)

If you would like to upgrade to our Comprehensive Package, which provides a review of your medical records, or if you have questions about the program, please contact us at 800-USA-AOPA, 800-622-2672 Monday - Friday, 9:30am-5:00pm EST or visit [www.aopa.org](http://www.aopa.org).

AOPA encourages you to take advantage of these tools and resources, to take control of your health, and to keep on flying!

Sincerely,

Gary E. Cump

Gary E. Cump  
Director, Medical Certification Department



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## Insure Yourself... and Ensure GA!

With Aircraft Insurance through AOPA Insurance Agency



Insure yourself with the best policy available and help ensure the future of GA. Revenues from this program go back to AOPA initiatives in support of GA - Ensuring the future of flying for you!

Call 800-622-2672 or click here for a FREE quote today!

Then Insure Yourself... and Ensure GA with AOPA Insurance Agency

Call 800-622-2672 to get your FREE quote today!

AOPA Insurance Agency Key Benefits:

- The best coverage at the best price
- Options to customize your policy to fit your needs
- Superior support from aviation experts who understand pilots
- Available member discounts on select policies as well as Accident Forgiveness and Deductible Waiver Enhancement

AOPA Insurance Agency  
P.O. Box 9170 • Wichita, KS 67277 • (800) 622-AOPA (2672) • [www.aopa.com](http://www.aopa.com)

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You can [unsubscribe](http://www.aopa.com) at any time.

## Call for a quote and get a FREE hat!



Renter's Insurance isn't expensive. But not having it can be.



When you rent or borrow an aircraft you could be personally liable for tens to thousands of dollars in repair costs and legal defense fees should damage occur, because FBO policies rarely provide adequate coverage for pilots.

But a renter's policy with us provides comprehensive coverage. It can cost less than \$175 - or about an hour's worth of flying, and you can bind [aopa.com](http://www.aopa.com) or by phone in just minutes. Which is likely less than the time it will take to find a repair that costs any less.

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Apply online today at [aopa.com/renter](http://www.aopa.com/renter) or call 1-888-255-2672.



[illegible]

Protect your family's future — when you fly —  
with AOPA AD&D Insurance

**Time-sensitive offer. Reply by 01/01/2012!**

Dear Member:

As an AOPA member you now have a limited time to take advantage of a unique member product - AOPA's Aviation Accidental Death & Dismemberment Insurance.

Unlike most life insurance policies or employer's AD&D insurance, AOPA's Aviation AD&D protects you and your family's future when you fly - providing the extra protection your family deserves. [Click here to enroll NOW.](#)

Competitive rates. NO required medical exams. Guaranteed acceptance. AOPA Aviation AD&D is great for smart pilots who plan for the unexpected.

But you must hurry. This special AOPA Aviation AD&D offer is only good until 01/01/2012. It is only available for purchase during the first three months of your membership year. [Click here to enroll now](#) or call 1-800-872-2672.


**Enroll Now!**

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1-800-USA-AOPA • [www.aopa.org](http://www.aopa.org)  
[www.aopa.org/AD&D](http://www.aopa.org/AD&D) or [AD&D@AOPA.org](mailto:AD&D@AOPA.org)

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We may periodically e-mail you information on activities, membership, benefits or events.

## Affordable Aviation Legal Assistance for Members of AOPA

**6 MONTHS OF COVERAGE FOR AS LITTLE AS \$16.50**



**[Enroll Today >](#)**

---

For a fraction of the cost of a single hour of an attorney's time, you can have the most affordable and comprehensive aviation legal services program.

**Ranked #1 of all member benefits, the AOPA Legal Services Plan provides legal representation for covered pilots' infractions – a benefit that is worth thousands of dollars by itself – as well as counsel on:**

- Accidents or alcohol or drug tests
- State, local, and FAA civil penalty and customs actions
- Rental agreements and sales/purchase
- Federal income tax matters

**AND an annual review of key aviation documents including, leaseback, hangar, and tie-down agreements ([Get full plan details here](#))**

---

**Take advantage of this 6-month trial before 09/30/2012**

**[Enroll Online](#)**  
**(Or call 800-USA-AOPA)**

---

Coverage for Private Pilot, Student, Recreational and Sport pilot privileges at the discretion of AOPA is limited to 6 months. Federal Aviation Commission Coverage is available for up to 12 months. And coverage for Commercial Pilot License and Ratings may offer additional coverage for a modest nominal annual fee.

---

**THIS YEAR ALONE....**

>>>Thousands of pilots will face FAA enforcement investigations. If happens to you, [AOPA's Legal Services Plan](#) puts the power of a panel of 700 attorneys who are pilots or otherwise qualified in GA regulations on your side.

Even if you never ran afoul of an FAA, the AOPA Legal Services Plan helps with less frightening, but equally intimidating tax matters, sales/purchase and rental agreements. Participation in the plan can give you unlimited legal consultation on covered matters with the AOPA's legal staff.

AOPA maintains the low cost of the [Legal Services Plan](#) to ensure affordable access to quality representation for all members.


Learn more [See the full Legal Services Plan description](#) for complete coverage, limits, and exclusions.

**[Enroll Today >](#)**

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**Aircraft Owners and Pilots Association**

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# AOPA Legal Services Plan

From the Office of the AOPA Legal Services Plan

We all like to think it can't happen to us. But the truth is, it can.

Consider these:

- You appear, without your knowledge, on a list of your creditors. And yet, it's just a matter of seconds you could die.
- You get hit by a car and you face huge expenses or even revocation of that certificate you worked so hard to earn.
- You die and your FAA insurance doesn't cover your estate. You're leaving the survivors to fend for themselves.
- You're charged with a crime and you're innocent, but you're accused of something that could ruin you – or even get you charged with a crime.

More than that, there are jobs you love, investments, universities, or opportunities – instead just a few bad days. It could be that the great promise an ATC brings you is a costly reality – or, even an impossible assurance that you'll be able to fly safely and securely – or, worse yet, because of an overvalued NOTAF.

**AOPA's Legal Services Plan will help protect your certificate and your rights.**

The AOPA Legal Services Plan is a member benefit that you want to have in your own.

The Plan helps deal with any problem or crisis and save you thousands of dollars in time, effort, and money. It will advise you, help you understand your rights, and recommend the right way to handle any situation. You can get your money back.

You know your attorney best. You can get your money back. You know the Plan. The "No-Cost Letter."

The value of investigation from an FAA Inspector usually is just any evidence or information you might use to make an ongoing matter. You can get your money back.

For AOPA Legal Services Plan participants, the answer is yes. They make one call. They get all the help they need.

**As a Plan member, you are entitled to consultation with an experienced lawyer at no cost, covered under the plan.** You can get your money back.

**Don't take chances with your certificate. Join the AOPA Legal Services Plan today.**

**Join the AOPA Legal Services Plan now for two levels of coverage: AOPA Legal Services Plan. Plus, it now available in addition to AOPA Legal Services Plan. Simply choose the level of coverage that suits your needs.**

**Enroll Now**

**The AOPA Legal Services Plan provides:**

- Coverage that helps pay for attorney fees
- Legal advice on aircraft, aviation-related issues
- Annual review of your key aviation documents
- Qualified Plan Attorney
- Peace of mind and much more!

**AOPA • c/o Aviation Way • Frederick, MD 21701 • 800-875-2672**  
[www.aopa.org/legal](http://www.aopa.org/legal)

Please note: Your enrollment application will not cover all events. Coverage is not available for all events. Coverage is not available for all events. Coverage is not available for all events.





# Products & Services Reoccurring Emails

## Angela Ashton, a Reminder About Your Free Legal Services Plan

As a reminder, AOPA provided your first membership year of Legal Services Plan coverage for **FREE**, and we hope you never need to contact one of our 700 panel attorneys with an issue. However, the coverage is there for you if you do, simply call 1.800.872.2672. Since bad things can happen to even the safest pilots, our coverage can provide you with added peace of mind.

When you renew your AOPA membership, we hope you will continue your Legal Services Plan coverage.

### Top Six Reasons Members Use The Plan:

1. Review of aircraft purchase agreements.
2. Consultation for aircraft accidents, incidents, or equipment failures involving you or any aircraft you own.
3. Counsel on FAA medical certification matters.
4. Representation for airspace incursions and other FAA violations.
5. Assistance/Advice on reporting for FAR 61.15 motor vehicle violations.
6. Consultation after deviating from an ATC clearance.

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AOPA Legal Services Plan constitutes an e-mail where possible to conserve natural resources.

[See Plan Coverage & Exclusions](#) | [Contact Us](#) | [Privacy Policy](#) | [Unsubscribe](#)

## Upgrade to AOPA Legal Services PLUS... For maximum coverage.

You could **SAVE** Thousands of Dollars in Legal Fees!



Dear Angela,

Now, you can expand your legal coverage and get the maximum coverage available with AOPA's NEW Legal Services PLUS.

For just an additional \$32 you can upgrade to Legal Services PLUS for the remainder of your membership year – but hurry, you must reply NOW to take advantage of this special upgrade opportunity. Click here to upgrade now.

**Upgrade to Legal Services PLUS now!**

AOPA Legal Services PLUS was created to meet the needs of our members who want increased legal protection in case they violated one of the more than 700 or more relevant federal aviation regulations. Legal Services PLUS gives you **MORE** coverage to help protect your certificate with:

- **MORE** representation hours for FAA enforcement actions.
- **MORE** representation hours for Aircraft Accidents, Alcohol Violations, or Drug Tests.
- **MORE** hours for Aircraft Sales and Purchase advice...and more.

You could save **THOUSANDS** of Dollars in Legal Fees...and more!

Upgrade to Legal Services PLUS now – and get expanded coverage – to give you extra peace of mind...and more.

**Upgrade to Legal Services PLUS now!**

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421 Aviation Way • Frederick, MD 21701-4798 • 1.800.USA-AOPA • [www.aopa.org/legal-services-plus](http://www.aopa.org/legal-services-plus)  
You can unsubscribe at any time.

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## Your Aviation Legal coverage has lapsed! Renew today!

Angela,

Your AOPA Legal Services Plan coverage has lapsed and chances are you've chosen not to renew this protection because you don't think you'll ever need to use it. And while we do hope that is the case, experience has shown us that no matter how careful and experienced a pilot may be FAA enforcement actions can and do occur. In fact violations can result from a simple miscommunication or misunderstanding, and much like insurance if you don't have coverage and something happens you may find yourself financially responsible.

As Capt. Retnag of Santa Cruz, Calif., and his son, Scott Retnag, of Fairfax, Calif. can attest a simple violation could result in a significant fine. Combine that with attorneys fees and you could be looking at an enormous financial burden. At only \$33 for a year of protection, the Legal Services Plan is a small investment that could not only save you money; it could save your certificate.

Please take a moment to reconsider this wise protection. To enjoy the benefits of the Plan for your full membership year, we encourage you to renew your Legal Services Plan coverage today and have it added to your automatic annual membership renewal. Go online or call us at 800-USA-AOPA (872-2672).

All cases are different. Past results do not guarantee future success. See the Plan description at [www.aopa.org/legal-services-plus](http://www.aopa.org/legal-services-plus) for complete coverages and exclusions.

Best Regards,  
Wendy Cahall  
AOPA Vice President, Pilot Information Center

**RENEW TODAY**



**RENEW TODAY**



**Top Six Reasons Members Use The Plan**

- Review of aircraft purchase agreements.
- Consultation for aircraft accidents involving you or any aircraft you own.
- Counsel on FAA medical certification matters.
- Representation for airspace incursions and other FAA violations.
- Assistance/Advice on reporting for FAR 61.15 motor vehicle violations.
- Counsel on ATC clearing violations.

## AOPA Legal Services Plan The Most Important Benefit You Never Want to Need...



### Angela did you know...

Every year thousands of pilots are hit with FAA infractions that could result in suspension or revocation of their certificate. That's something you don't want to face alone. AOPA makes sure you won't have to.

As an AOPA member, you can enroll in the AOPA Legal Services Plan for as little as \$32 a year. Renewed as the #1 member benefit, the AOPA Legal Services Plan puts over \$500,000 of coverage, more info and peace into you and AOPA members' pockets. [ENROLL TODAY!](#)

This is a reliable legal assistance that you can rely on for all kinds of covered aviation matters, including:

- Accidents involving you or your aircraft.
- Violation of U.S. Customs or FAA flight rules.
- Violation of state or local government flight rules.
- FAA medical certificate revocation or suspension.

And less frightening, but equally troublesome aviation issues such as:

- Review of aircraft purchase, sales, rental and leaseback agreements.
- Review of hangar and tie-down agreements.
- Individual federal income tax matters.
- Alcohol and drug testing.

With the power of more than 400,000 members, AOPA is able to offer the most comprehensive aviation legal protection available today at a price that's just \$32 a year.

For just \$32 less than a third of the cost of a single 15-minute hour of an attorney's time (Private pilots are covered under the plan for any covered matter that occurs during the coverage year.) [ENROLL TODAY!](#)

Coverage for Private, Student, Recreational and Sport Pilot privileges at the Standard Rate of \$32 Annual. General and Commercial Coverage at \$75, and ATC General Rate Coverage at \$80 per year.

AOPA's Legal Services PLUS (Representation and Legal Services) Coverage for Private Pilot License holders is available for \$32 per year. [See the Plan Description for complete coverages.](#)

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### ENROLL TODAY!

**NEW Legal Services PLUS For Maximum Coverage**

For just a few dollars more per year AOPA's Legal Services PLUS participants get:

- **MORE** representation hours for FAA enforcement actions.
- **MORE** representation hours for aircraft accidents, alcohol violations or drug tests.
- **MORE** hours for aircraft sales and purchase advice.

Whether you choose AOPA's Legal Services PLUS or Essential Legal Coverage, you will save the best you can. Get complete plan details [here](#).

### ENROLL TODAY!

**AOPA Legal Services Plan**

## AOPA Legal Services Plan

Plans start as low as \$33!

Would you know what to do if you faced an FAA enforcement action?

Thank you for being a member of the organization that's supporting your privilege to fly at the local, state, and federal levels. As the leading voice of general aviation, AOPA has been instrumental in protecting the rights of pilots everywhere.

Most pilots do not think they'll need legal assistance because they are good, careful, and experienced pilots or because they don't fly frequently. Unfortunately every flight you take could put you at risk of violating any one of at least 700 relevant Federal Aviation Regulations with which pilots are required to comply. Fortunately, as the thousands of AOPA members enrolled in the Legal Services Plan already know, for as little as \$33 per year you can enjoy peace of mind every time you fly knowing if the FAA takes enforcement action against you, you'll have the best legal advice and support available anywhere.

Only 9 cents a day. Protection for your certificate is priceless – make sure you are covered **today!**

Limited Time Offer – Enrollment runs concurrently with your AOPA Membership.

Call 800.872.2672 or go [online now!](#)

[See the plan description for complete coverage and exclusions.](#)



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## AOPA Legal Services Plan

Plans start as low as \$33!

Would you know what to do if you faced an FAA enforcement action?

It's a scary thought but the reality is every time you fly you're responsible for complying with at least 700 relevant federal aviation regulations. No matter how good a pilot you are, incidents can happen.

It's time you join the thousands of AOPA members who won't fly without the protection of the AOPA Legal Services Plan.

Click here and start protecting your certificate today. You'll receive:

- Coverage that pays for most attorney fees for FAA violations and US Customs matters, and legal advice and assistance regarding aircraft accidents, or even your aircraft purchase or sale.
- An annual review and critique of your key aviation documents such as aircraft rental, leaseback, hangar and tie down agreements.
- Unlimited consultation with the Plan's legal staff on most matters covered by the Plan.

Even minor infractions can result in serious penalties. Click here to find out about some of the most common FAA actions and the resulting fines and/or suspensions.

Enjoy peace of mind every time you fly knowing that if a federal enforcement action is yours, you'll have the best Legal Services Plan available anywhere.

[See the Plan Description for complete coverage and exclusions.](#)



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**Think you won't need legal coverage?**

Think Again.

[Enroll Online Now!](#) or Call 1.800.USA-AOPA

# What is not working

- Thinking that everyone wants your email – the email at left “New Auction items” received 736 spam clicks. *This means that 736 email address will never be sent through Highroads again.*
- Don’t use the “Big Hammer Approach” Don’t send more emails – send targeted emails that work!

## A NIGHT FOR FLIGHT AUCTION & BENEFIT FOR CHARITY

### AOPA Foundation Online Auction NEW ITEMS ADDED

Dear %%First%%,

Wow! This is an aviation enthusiast's dream-come-true.

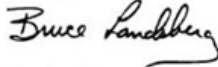
The AOPA Foundation's *A Night for Flight* Auction is open for online bidding, and you'll be amazed at the collection of rare and exciting items that your fellow aviation enthusiasts have donated to help preserve GA's future.

**Visit Our Auction Site.**  
[Click Here Now.](#)

An airplane, vacations, a meal with celebrity member Harrison Ford or golf with Ken Griffey, Jr., gear, collectibles and more... The bidding is open, the prices are reasonable, and the opportunity is not to be missed.

Best of all, proceeds benefit the AOPA Foundation programs that preserve your freedom to fly. But be sure to hurry, bidding ends on **Thursday, September 22, 9pm eastern**. So be sure to visit the site and get your bids in the minute you have the chance!


Thanks for your support of the AOPA Foundation.


Safe Flights,  
  
Bruce Landsberg  
President, AOPA Foundation


P.S. Please join us for the AOPA Foundation's *A Night For Flight* benefit, September 22nd, in Hartford, Connecticut. To register, [click here now.](#)

**Bid Today! 114 Items!**




**Register Now**

**Ford Tri-Motor Flight & Special Lunch**  
  
**BID NOW** Flight for 9 in EAA's 1929 Ford Tri-Motor, The Tin Goose & Lunch.

**Tucson Vacation at Canyon Ranch**  
  
**BID NOW** Enjoy a 3-night stay for two at Canyon Ranch in Tucson Arizona.

**Table mounted Redbird simulator**  
  
**BID NOW** Traditional "desktop" flight training devices sits on top of a table.

**Thank you to our generous sponsors:**

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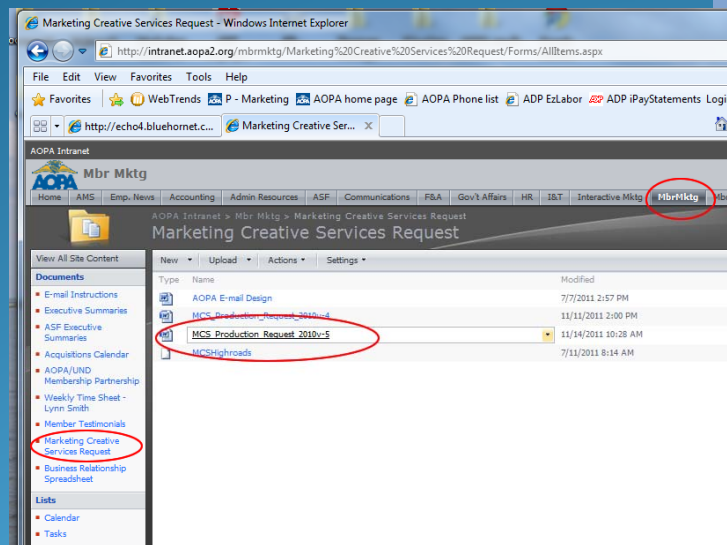
# Emails Launched through Highroad Solutions

Month	sent_ total	delivered_ total	delivered_ rate_ total	clicked_ total	clicked_ rate_ unique	opened_ total	Opened _rate_ unique	# email
November	2,104,322	1,954,610	92.89%	80,466	4.12%	590,894	30.23%	105
October	2,132,595	2,038,254	95.58%	58,923	2.89%	732,935	35.96%	107
September	2,677,967	2,578,166	96.27%	122,435	4.75%	1,039,609	40.32%	118
August	1,574,081	1,518,037	96.44%	47,115	3.10%	613,922	40.44%	87
July	1,827,969	1,756,220	96.07%	39,892	2.27%	573,751	32.67%	59
June	1,713,987	1,592,818	92.93%	62,917	3.95%	666,803	41.86%	78
May	1,123,415	1,036,945	92.30%	31,834	3.07%	393,025	37.90%	46
April	170,615	155,724	91.27%	3,363	2.16%	53,899	34.61%	10
March	2,229	2,166	97.17%	102	4.71%	1,148	53.00%	2
Year to date total	13,327,180	12,632,940	94.79%	447,047	3.54%	4,665,986	36.94%	612



# Marketing Creative Services Request

Resides on the intranet  
Under the Member Marketing Tab



## Marketing Creative Services Production Request

Please save completed form with a unique document name and e-mail as an attachment to:  
[carrie.wall@aopa.org](mailto:carrie.wall@aopa.org) & [angela.ashton@aopa.org](mailto:angela.ashton@aopa.org)

### CONTACT INFORMATION:

Submitted by: \_\_\_\_\_ Dept.: Marketing  
Final Blast or Mail date: Click here to enter a date.

### Project:

☐ Email ☐ Writing ☐ Direct Mail ☐ Brick ☐ Web Page ☐ Other \_\_\_\_\_

### Project Requirements:

☐ New Content ☐ Update Existing Creative - Previous Creative name \_\_\_\_\_

Sample Text included ☐ Yes Sample Art included ☐ Yes

### Launching Email

☐ Automated ☐ MSC ☐ Highroad Solution

### For Email

IT Service Request #: \_\_\_\_\_ Number of emails in this request: \_\_\_\_\_  
Project Code: \_\_\_\_\_ ☐ new art ☐ use same art as code: \_\_\_\_\_  
Project Code: \_\_\_\_\_ ☐ new art ☐ use same art as code: \_\_\_\_\_  
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Billing Code: \_\_\_\_\_ Quantity: \_\_\_\_\_ Suppression Code: \_\_\_\_\_  
Subject Line: \_\_\_\_\_ 60 char. Max for Internal - no special characters  
From: \_\_\_\_\_ (for Highroads only - example: Air Safety Institute)  
Senders Email: \_\_\_\_\_ (example: [memberservices@aopa.org](mailto:memberservices@aopa.org))  
Reply Email: \_\_\_\_\_ (example: [memberservices@aopa.org](mailto:memberservices@aopa.org))  
Link description: (start button) Link Address: (<http://>)  
Link description: (start button) Link Address: (<http://>)





# Email Calendar

Resides on the  
intranet  
Under the  
Member Marketing Tab

**Mbr Mktg**  
AOPA Intranet > Mbr Mktg > Email Calendar  
Email Calendar

New Actions View: Calendar

December, 2011

Expand All Collapse All | Day Week Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 I-ASI-NL-50M A-ACQ-REV-20M (FTF Email #1) CF event 40M	28 A-MSP-RV-1k A-MSP-RV-TBD I-ASI-AW-65M	29 A-ACQ-REV-35K A-AFI-NL-40K	30 A-ACQ-REV-235K I-ASI-DD-63M	1 I-PAS-NL-297M A-INS-RV-34k Bruce's blog A-REN-RV-6M I-SSE-DD-10/50M collapse	2 A-REN-RV-20M e-pilot/e-pilot FT A-REN-RV-50M	3 I-FRC-AT-1,000 (4wk) I-PAS-NL-297m
4	5 A-DDM-RV-235M	6 I-ACQ-AW-45m A-ACQ-REV-16.5m I-AFI-DD-40K I-PAS-AW-500 1 more item	7 I-ACQ-AW-5M A-ACQ-REV-10K A-REN-RV-10M	8 A-AFI-RV-70K I-ACQ-AW-55m (CFI Toolkit) Bruce's blog I-SSE-DD-10/50M A-INS-RV-4K collapse	9 e-pilot/e-pilot FT	10 A-PAS-RV-TBD (Holiday Store)
11	12 A-ADD-RV-6m A-ADD-RV-6m I-INS-NL-25K	13 I-ACQ-AW-45m A-ACQ-REV-16m A-ACQ-REV-16m (FT Conversion Series) A-MSP-RV-16M	14 A-AAR-RV-50M I-LSP-AW-70K I-ASI-AW-3.2K A-LSP-RV-18m collapse	15 I-ACQ-AW-54m (CFI Toolkit) Bruce's blog A-ACQ-RV-30K	16 e-pilot/e-pilot FT	17 I-ASI-AW-100K A-ACQ-REV-20M (FTF Email #2) A-DDM-RV-235M A-REN-RV-5M A-REN-RV-7M 3:00 PM A-ACQ-REV-20M (FTF Email #3) collapse
18	19 A-AFI-RV-11K A-PAS-RV-200 I-FRC-AT-1,000 (6wk)	20 I-ASI-AW-100K	21 A-AAR-RV-50M A-PAS-RV-6K I-PAS-AW-6K	22 Bruce's blog I-FRC-AT-1,000 (10wk)	23 e-pilot/e-pilot FT	24
25	26	27 I-ACQ-AW-45m I-ASI-AW-3.2K	28 A-LSP-RV-14m	29 A-ACQ-REV-20M (FTF Email #3) Bruce's blog	30 e-pilot/e-pilot FT	31

Marketing Creative Services Request - Windows Internet Explorer

http://intranet.aopa2.org/mbrmktg/Marketing%20Creative%20Services%20Request/Forms/AllItems.aspx

File Edit View Favorites Tools Help

Home | AMS | Emp. Res. | Accounting | Admin Resources | ASP | Communications | FBA | Gov't Affairs | HR | I&T | Interactive Mktg | **Mbr Mktg** | Misc Svcs

AOPA Intranet > Mbr Mktg > Marketing Creative Services Request

Marketing Creative Services Request

View All Site Content

Documents

- Email Instructions
- Executive Summaries
- ASF Executive Summaries
- Acquisitions Calendar
- AOPA/UND Membership Partnership
- Weekly Time Sheet - Lynn Smith
- Member Testimonials
- Marketing Creative Services Request
- Business Relationship Spreadsheet

Lists

- Calendar
- Task
- Email Calendar**
- Marketing Creative Services
- Recurring E-mails

Documents

Type	Name	Modified
Document	ACOA E-mail Design	7/7/2011 2:57 PM
Document	MCS Production Request 2010-5	11/14/2011 10:28 AM
Document	MCS Production Request 2010-5	7/13/2011 8:14 AM



Our members have indicated email is their preferred method for contact.

We can surmise by our above average open and click rates that we are on the right path.

We must continue to test, target and view our email communications through our members eyes to achieve the best possible results.