

CARTWHEELS

BY: LARRY LOUCKS, PRESIDENT

LEADER TO LEADER Brand Up!

by Rusty Kennedy, Chairman Leader Member Committee

You're out for a weekend drive and you see a model airplane in the sky. You manage to find your way to an open field and there it is, a model airplane field. You sit and watch for a while. Maybe someone spoke to you, maybe not. After a short visit you drive off. Did you know that you had just visited an Academy of Model Aeronautics Chartered Club? Probably not.

You have just experienced what many visitors experience. Will they be back? Maybe.

I have visited several flying fields in recent weeks and other than the AMA Safety Code posted, you see nothing that tells the visitor they visited an AMA Club flying field. Why is this important? Well we are AMA members and we fly under the AMA guidelines and we did build an AMA chartered club and field. It may be old fashion, but we as AMA members should be proud we belong to the largest model aviation organization in the world that is celebrating 75 years of serving modelers. We should show it off.

We all need to do what we can to encourage new people to learn more about model flying, clubs, and the AMA. Most visitors will seek information by going to the Internet. The Academy of Model Aeronautics and your club logos and website addresses need to be clearly visible at your flying field. This sounds so simple, but few do it well. The AMA is initiating a branding strategy. Simply put, branding is everything you do to create and deliver value for a customer. One part of branding is the consistent use of the name and logo. Our clubs are part of the AMA branding, too. In fact, clubs and members are the most important part of AMA branding as it is the positive interaction from club members and the flying site that will leave the first impression of value to new people. Just like good service and a meal at restaurant, you will tell six people about it. If you have a bad experience, you'll tell more than 10 people.

Branding your club flying site is important, too. It means letting people know we are the AMA by use of a flag, wind sock, sign, and/or an AMA information sheet. How about a new club sign that reads something like:

Club Name
Club website address and phone
Academy of Model Aeronautics Charter 123
www.modelaircraft.org

The AMA store has all sorts of AMA-related items that are just right for our use. You can buy precut 18-inch

logos and for less than \$15 (\$7 precut vinyl; \$6 blank sign) make a nice AMA weather-resistant sign.

Oh and that visitor. Go say hello and invite him or her to a meeting.

Now, about that website. What does the homepage tell the cyber visitor? The homepage is like meeting someone for the first time. First impressions are lasting impressions. Colorful, club name, AMA logo, and it is better to spell out AMA. Not everyone knows what AMA means. Write something about the 75th Anniversary. Also enable easy-to-find contact information and a link to AMA on the homepage.

Okay, AMA Leader Members, "Brand Up." At your next meeting make a few suggestions.

New Members

Proposed at the July Meeting

None Reported

**Our next club meeting is:
Thursday August 4th at FTE.
Plan to attend and see what's new.**

Tips & Tricks

To clean your airplane after a day at the field use my formula, which is as follows:

- 5 cups of water (40 oz.)
- 1 cup of denatured alcohol (8 oz.)
- ½ cup of ammonia (4 oz.)
- 1 oz. of dish detergent

If you would like to try something different, try using lemon Pledge spray wax. It cuts through the caster lubricant and grease, and cleans and polishes the surface leaving the aircraft with a protective coating without any residue.

—by Tom Voorhis, West Jersey Radio Control Club,
Gibbsboro, New Jersey

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*Courtesy and
Common Sense
Keeps R/C Modeling
Fun for Everyone.*

IRCC Meeting Minutes

July 7, 2011

Minutes recorded by:
George Nauck, Secretary
Reported by: Larry Loucks

IRCC Non Meeting Minutes July 7, 2011

President Larry Loucks **DID NOT** call the meeting to order at 7:30 PM due to lack of quorum.

Members present - 5 Officers and 3 members or 0.09090909% of 88 current members.

Items Discussed;

Larry's trip to Las Vegas for sons wedding (Larry broke even on black jack, wedding trip was costly)

An in depth analysis and evaluation of new weed sprayer purchased for field maintenance was conducted.

Ian Clark read the instruction manual for the sprayer to everyone present, then we woke up David Raff to conduct a written examination of the materials presented, everyone flunked the test with the exception of Roger Pilkenton who got 100%.

We then proceeded to the shop area to inspect an airplane packing crate and review the suitability of plywood as the primary material used.

David DeWitt stated that if the crate had wings he could fly it, Steve Baxley said that could be true but that David would probably sell it to someone before he landed, so it would be an incomplete flight.

We were going to have a 50/50 raffle but no one could break a \$5, then noted that it was getting pretty late, like 8:00 PM, so we all decided to go home to watch reruns of Jersey Shore or Dancing With The Stars.

The Non Meeting was **NOT** Adjourned.

ON THE SAFE SIDE

**With Great Power Comes Great
Responsibility**

by Jim Tiller, Insider Safety Column Editor

In my first issue as the safety editor for the Insider publication, I visited the issue of instructions, or lack of them, in many of the model kits offered on the market. Now I feel

the need to talk about it again.

It has come to my attention that a few of the manufacturers of the large specialty airplanes are not offering any kind of instructions in some of the larger and more sophisticated kits. The rationale is this: if you are in the market for these large, specialty airplanes, you should know how to put them together.

My first reaction is to say it is just another symptom of the manufacturers shirking what I consider a basic, yet critical, responsibility. After lengthy discussion with my modeling community, I am beginning to change my mind.

To clear my thinking on weighty issues, I often try to find an analogy in an unrelated field. In this case, I thought of a similar situation in the car-racing world. If I bought a chassis for a race car, would it come with instructions? Probably it would not. I would assume that the buyer has the experience and knowledge to build a race car and would make careful decisions about what motor, suspension, tires, and wheels he would use. The assembled product would be the result of the accumulated knowledge and skill of the builder—and his consultants in the racing community.

Does this analogy carry over to a person who buys a 100cc-size RC ARF? I think so. The airframe is only one part of the total product. The flier must select the engine, radio, and servos that will meet the needs of the whole aircraft and the way he intends to fly it. Similarly, it would be the result of his accumulated knowledge and skill that would result in the finished product. It is largely his effort and choices that make the airplane a good flyer or a poor one, a safe one or a dangerous one.

If the manufacturer is not responsible for the assembly instructions, then who is? Once again let's look at the race car analogy. The race car builder should have read "Race Cars 101" and spent some time working under the tutelage of another builder. I'm sure, like any other enthusiast, he has also spent a lot of time talking race cars with his racing friends. In other words, he has paid his dues and done his homework.

The same would hold true for our big airplane builder. We would assume that by the time he reaches out for the 100cc or larger airplane he has built a few others along the way. He has read "Big Plane 101" and he, most certainly, has spent hours hangar-talking with his flying buddies.

The IRCC monthly club meeting will be held at FTE near the Lakeland Airport. The next meeting will be on Thursday August 4th and starts promptly at 7:30pm. Remember to bring a chair if you want to have a seat.

If we assume that I have made a valid argument (and I'm admitting that's a big "if") a more important thought is where do you get the proper knowledge and instruction? This is the crux of the question as it applies to this safety column.

The Internet. A few years ago, the obvious answer would have been books and magazines. They are still important, but we all agree, the Internet is the world's biggest encyclopedia. Google any topic—no matter how specific—and you are guaranteed about a 100 returns. There is a ton of information out there. Don't forget the Internet has video as well as written information. I find a good YouTube video is often my best source for tutorials on many topics. I know there are some that argue they either cannot or will not use the Internet. That's your choice, but if it is, it is a poor one.

A bigger problem is whether or not the information you glean from the big cloud in the electronic sky is accurate or reliable. The only advice you get here is the advice I give everyone about electronic media. You have to be a skeptical reader. I tell people I make my political decisions by watching both Fox News and MSNBC. After I hear these two sources report the "news," I figure the truth is somewhere in the middle.

Consultants. This is where the kit vendors and distributors are a resource. The manufacturer is certainly the ultimate authority on its products. Most are more than happy to provide advice and clarification to their buyers. Other sources would be column editors in magazines, e-zines, and forums. Many vendors also allow their buyers to add their own review of the product. These are often helpful.

Your aeromodeling community. We are all asked why we belong to the AMA. The most common answer is the insurance. My answer has always been: the modeling community. I consider this my greatest resource. I have found my flying friends have a wealth of empirical knowledge and they freely pass it on to me. I am always amazed at their generosity—and am in their debt. What makes this information so much more valuable than any other I get is that I trust them. In Hillary Clinton's words, "It takes a village," and these modelers are definitely my village.

Should the manufacturers offer more in the way of written instructions? I think so. But I am of a generation who grew up reading instructions, books, and magazines. The world now has a million ways to access information.

As Spiderman says, "With great power comes great responsibility." It is ultimately our own responsibility to build and fly safely. We can't abrogate that. I remember talking to a flight engineer that who on B-17s during World War II. He said he was asked by a reporter if he trusted Boeing airplanes. He said "No, I trust my crew to get me back home. I know Boeing builds good airplanes." I think that's good advice. We have to trust ourselves—and build good, safe airplanes.

I welcome your input on this subject. I think it is an important one. Send me your own views and I will include them in a future column.



Luke AFB is west of Phoenix and is rapidly being surrounded by civilization that complains about the noise from the base and its planes, forgetting that it was there long before they were... A certain lieutenant colonel at Luke AFB deserves a big pat on the back. Apparently, an individual who lives somewhere near Luke AFB wrote the local paper complaining about a group of F-16s that disturbed his/her day at the mall..

When that individual read the response from a Luke AFB officer, it must have stung quite a bit.

The complaint:

'Question of the day for Luke Air Force Base:

Whom do we thank for the morning air show? Last Wednesday, at precisely 9:11 A.M, a tight formation of four F-16 jets made a low pass over Arrowhead Mall, continuing west over Bell Road at approximately 500 feet. Imagine our good fortune! Do the Tom Cruise-wannabes feel we need this wake-up call, or were they trying to impress the cashiers at Mervyn's™ early bird special?

Any response would be appreciated.

The response:

Regarding a wake-up call from Luke's jets! On June 15, at precisely 9:12 a.m. , a perfectly timed four- ship flyby of F-16s from the 63rd Fighter Squadron at Luke Air Force Base flew over the grave of Capt. Jeremy Fresques. Capt Fresques was an Air Force officer who was previously stationed at Luke Air Force Base and was killed in Iraq on May 30, Memorial Day.

At 9 a. m. on June 15, his family and friends gathered at Sunland Memorial Park in Sun City to mourn the loss of a husband, son and friend. Based on the letter writer's recount of the fly by, and because of the jet noise, I'm sure you didn't hear the 21-gun salute, the playing of taps, or my words to the widow and parents of Capt. Fresques as I gave them their son's flag on behalf of the President of the United States and all those veterans and servicemen and women who understand the sacrifices they have endured..

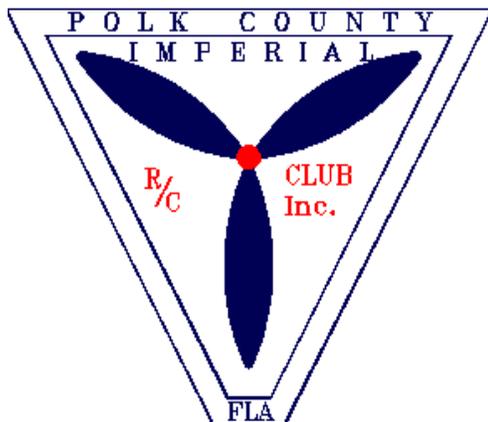
A four-ship fly by is a display of respect the Air Force gives to those who give their lives in defense of freedom. We are professional aviators and take our jobs seriously, and on June 15 what the letter writer witnessed was four officers lining up to pay their ultimate respects.

The letter writer asks, "whom do we thank for the morning air show?" The 56th Fighter Wing will make the call for you, and forward your thanks to the widow and parents of Capt Fresques, and thank them for you, for it was in their honor that my pilots flew the most honorable formation of their lives.

Only 2 defining forces have ever offered to die for you....Jesus Christ and the American Soldier. One died for your soul, the other for your freedom.

Lt. Col. Grant L. Rosensteel, Jr.

USAF

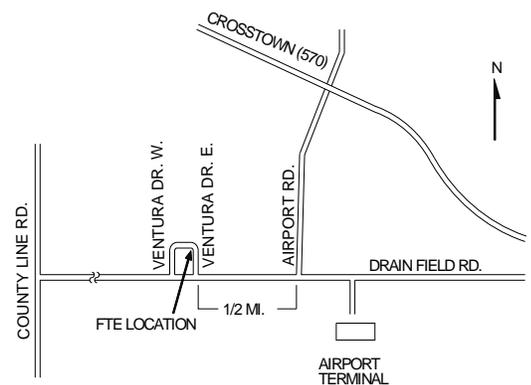


Coming Area Events

- Aug 20 Club 40 Pylon Rac Lady Lake
- Sep 3 OFMC Club Members Picnic Ocala
- Sep 10 Club 40 Pylon Race Ocala
- Sep 10 Fun Fly H.A.M. Brooksville
- Sep 17~18 16th End of Summer Fly-In Ocala
- Sep 24 11th Chuck Yeager Fly-In Dunnellon
- Sep 24 Golden Era Fly-In Bay City Flyers
- Sep 29~Oct 1 Inaugural Electric Fly-In Triple Tree Aerodrome Woodruff SC
- Oct 8 Club 40 Pylon Race Gainesville
- Oct 13~15 4th Monster Planes USA Lakeland
- Oct 15 Tailgate Swap Meet Dunnellon
- Oct 21~23 7th Zephyr All Electric Zephyrhills
- Oct 22~23 9th IMAC Scale Aerobatics Ocala
- Oct 29 Big Bird Fly-IN H.A.M. Brooksville
- Oct 30 Halloween Fun Fly Belleview
- Nov 5 11th OTOW Open Fly-In Ocala
- Nov 12 8th Fighter Town Fly-In Bay City Flyers Land 'O Lakes
- Nov 12~13 11th Salute to Vets Ocala
- Nov 19 Club 40 Pylon Race Tri-County R/C Dunnellon
- Dec 3 13th Santa Fly-In Tri County R/C Dunnellon
- Dec 9~11 12 O'clock High Lakeland
- Dec 17 Tailgate Swap Meet Brooksville

Here is where we meet each month.

Please **DO NOT PARK ON THE GRASS** at FTE or his neighbors.



OUR NEXT MEETING IS: August 4th