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KENTUCKY
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DUCATIMOTORCYCLES

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VOLUME 06 | EDITION 01 | 2016

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? New Directions for Ducati

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After years of giving out his home-brew

of explorer.

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By Jamie Pfeiffer **MONSTER 1200R** 3 | Leading Edge

"Faster, faster, faster, until the thrill of speed overcomes the fear of death." ~Hunter S. Thompson

Ducati's legacy of luxury motorcycles is undeniably rich, but the last few years haven't been kind to the legendary Italian manufacturer. Ducati bikes have slipped off the European motocross winners' board, outperformed by speedier rigs from Asian manufacturers. Its tumble from glory has rippled through its consumer sales, which have steadily declined in the past few years. Ducati's 2016 lineup of nine top-of-the-line bikes hopes to change its fortunes, both on the racetrack and in the streets.

DUCATI: A TRADITION OF INNOVATION

Ever since Ducati built its first offering in 1950, the brand's industry-changing technological innovations, impressive performance, quality engineering, and topnotch construction have set it apart.

Ducati is best known for high performance motorcycles characterized by large capacity four-stroke, 90° V-twin engines with a unique desmodromic valve design. Ducati refers to their particular engine valve configuration as "L-twin" because one cylinder is vertical while the other is horizontal, making it look like a letter "L." In the 1960s, Ducati earned its place in motorcycling history by producing the fastest 250 cc road bike then available, the Mach 1. The unusual engine configuration paired with other cutting edge technological advances put Ducati ahead of the curve with the highest performing bikes on the track.

Over time, however, Ducati faded out of prominence in the racing circuit, focusing on its road bike market rather than its sport bikes. And there it enjoyed comfortable success; its brand has become an empire. Its community of dedicated enthusiasts is unparalleled, referred to in the motorcycling community as Ducatisti. There are more than 400 Ducati clubs worldwide and 20,000 registered users of the Ducati Owners Club website. In North America alone are several Ducati enthusiasts' organizations, including DESMO (the Ducati Enthusiast Sport Motorcycle Organization), which enjoys official affiliation with and sponsorship

by Ducati. Some groups focus on highly collectible vintage Ducati bikes, while others are more contemporary and future-focused in their appreciation. Email discussion lists and web forums form a thriving, dedicated worldwide community.

The community of owners says that Ducati bikes are different because each has a soul.

WIN ON SUNDAY, SELL ON MONDAY

Ducati's racing background is an elite and integral part of its marketing. Originally, Ducati built small, fast racers - ideal for Superbike and Formula TT series racing, which feature modified versions of roadgoing motorcycles. Winning these racing circuits gains brand recognition and loyalty, which Ducati earned in spades beginning in the 1970s. The minimalist 750 TT1 solidified Ducati as a racing legend on the Twin Turbo circuit and is now one of the most collectible bikes ever. Ducati has more historical wins than any other company in the Superbike World Championship, essentially dominating Superbike worldwide for decades until the last five years. Ducati's 2016 racing bikes seek to bring back its dominance on the TT and Superbike podiums and reinforce its glorious reputation as a Superbike powerhouse.

Superbike's big brother is Grand Prix racing (GP). Consisting of an 18-race circuit in 13 countries each season, MotoGP draws hundreds of thousands of fans to the tracks each year. These purpose-built racing machines aren't street legal - they're pure show. But what



a show it is! Teams spend \$30 million to \$50 million per year on their MotoGP racing efforts, incorporating the latest technology and innovations within the allowed technical specs. Riders can exceed 210 mph on the straightaway sections before tipping to almost horizontal in the curves as the riders' flared knees literally scrape the asphalt. Ducati rejoined Grand Prix motorcycle racing in 2003, after a 30-year absence. On September 23, 2007, Casey Stoner gunned his way to his and Ducati's first Grand Prix World Championship.

version of this super middleweight bike aims to be a sportbike that perfectly balances track-ready excitement with street-level control. At 377 pounds, it features a 955 cm3 twin-cylinder power unit, with a longer stroke length that pushes out 157 hp at 10,500 rpm. This increased power doesn't come at the expense of responsiveness, though; in keeping with the legacy of the Panigale, this bike is agile and easy to handle, making it a great everyday ride.

PANIGALE R

The latest version of the Panigale's classier cousin, the Monster 1200R, is a stylish superbike with vintage flair. Its "naked" frame shows off the roaring engine and gleaming chrome that hide under the enclosed panels of the Panigale. Originally introduced

> in 1992 as a competitor to Harley loyalists, the bestselling Monster line of bikes "appealed to the same urban, style-conscious buyers who wanted a bike that could make an individualistic statement, but it did so with a motorcycle that they

had not quite seen before, and was still unmistakably Italian and a Ducati." It's as sporty and powerful as the Panigale, but more upscale; plus, the rider sits in a more relaxed position, making it more comfortable for longer daily rides. Its also incomparably customizable: the range of custom, hot-rod, aftermarket parts and accessories available for the Monster line allow you to trick it out unlike any other Ducati.

If you love the more relaxed position of the Monster and yearn for even more comfort, this year's biggest

Ducati's alluring return to GP even enticed nine-time world champion Valentino Rossi to ride for its team in the 2011 and 2012 seasons. Ducati remains a key player in the dazzling world of GP, and this year's bikes promise to enhance that reputation.

CHECKING OUT THE NEW WHEELS

Ducati's 2016 lineup has something for nearly everyone in the market for a top-of-the-line motorcycle - even in markets it hasn't previously dipped its kickstands into. All of its nine new models have state-of-the-art integrated computer electronic controls and increased power, but that's where the similarities end. The standouts from the 2016 collection are at opposite ends of the luxury spectrum, from sportbikes to cruisers, with models suited to all the winding roads between.

Expect to see the souped-up version of the 959 Panigale on the superbike track this season. The market-ready





reveal is the X-Diavel: Ducati's first real cruiser. With an eye towards the American market, the X-Diavel looks cleaner than the Panigale but more modern and sporty than the Monster. It was the crowd-voted bestlooking machine this year at the EICMA Milan auto show, where it made its debut. But it's more than just a pretty face: It allows a rider to customize the experience for maximum comfort, choosing from an impressive 60 different riding positions, with a longer wheelbase (63.58 inches), higher seat, widened handlebars, and adjustable footpegs. This relaxed ride hides a ton of power: its 1262 cc engine gets up to 156 hp, putting out 95 ft-lb of torque at 5,000 rpm.

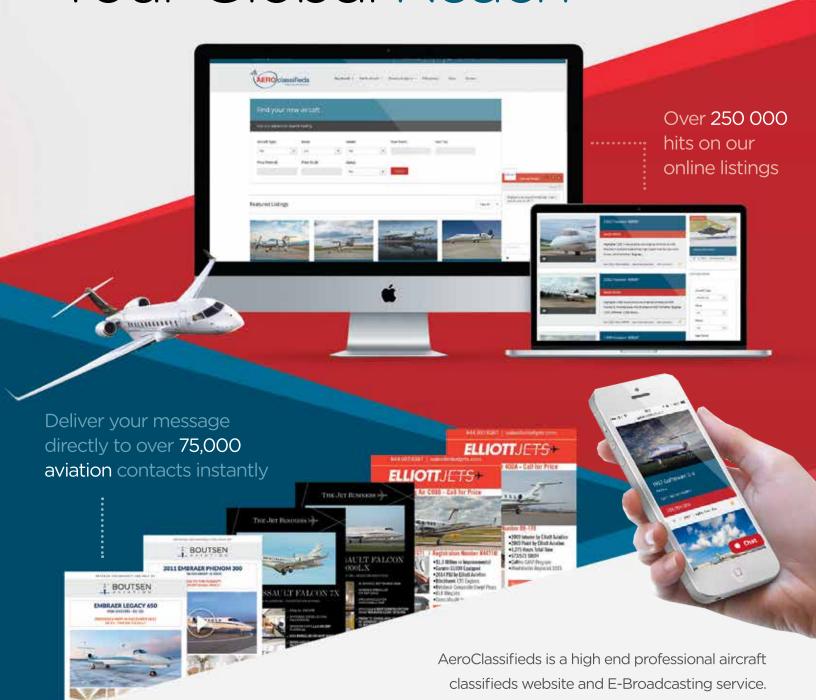
If it's not distance you're after but the climbing thrills of winding mountain roads, check out the new Multistrada offerings. The Multistrada Pikes Peak road bike and its off-road ready twin, the Multistrada 1200 Enduro, are specially tailored for hill climbs in mountainous regions. Both versions are powered by the 1198cc Testastretta

11° V-twin engines, equipped with Ducati's unique Desdmodromic variable valve timing (DVT) for 160 bhp (brake horsepower) and 100 lb.-ft. of torque. In other words - they're powerfully fast, they're nimble, and they're amazingly easy to control, no matter what the terrain.

BACK ON THE BIKE.

Ducati has taken some spills on the track and in the market, but its 2016 offerings promise to get the "Ferrari of motorcycles" back in the race. The lineup stays true to the Ducati traditions, improving on their classic designs with the latest advances in technology and their trademark precision construction. As always, their design surpasses utility and radiates style and soul. This lineup showcases Ducati's core values more than ever, marrying innovation with tradition, luxury with power, and elite ownership with community pride. From race to road, Ducati has returned.

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a Hobby Gains Notoriety

It all started in 1994 when Omar Ansari, founder of Surly Brewing, was given a home brewing kit as a gift. In 2004, after years of brewing and giving out beer as gifts to friends, Ansari proposed turning the family's abrasive business into a brewery with a simple, three-barrel brewing system. With support from his family, Ansari hired accomplished local brewer, Todd Haug to help him convert their current factory into a brewery. While pulling plans together, Ansari apprenticed at New Holland Brewing in Michigan and enrolled in programs in the American Brewers Guild.

In February of 2006, two years from when the idea of running a brewery began, the first kegs of Surly's now famous "Furious" IPA were sold. During the early sales calls, bar and restaurant owners spit out samples, not ready for their style of beer. Determined to stick with their original vision, the owners kept on brewing.

Fast forward to June of 2007, when distribution was limited to a few locations in the Twin Cities and growlers

at the brewery, *BeerAdvocate* magazine named Surly Brewing the Best Brewery in America and *RateBeer* named Surly Darkness the best American beer in the world.

Surly's reputation for throwing parties and giving tours led to a growing popularity. As their parties grew bigger and their demand grew, they increased production but always had trouble keeping up with demand. To do so would require a bigger facility.

We're gonna need a bigger brewery.

Ansari wanted to build a bigger brewery to keep up with the demand. He envisioned one where people can come in, see the beer being made, and then drink in the taproom and eat at a restaurant. There was one problem. A prohibition-era law did not allow production breweries to sell directly to the public. Ansari decided to take the road less traveled and attempt to change the law.

The "Surly Bill" of 2011

Surly customers wanted to enjoy a pint when on site at the brewery. Unfortunately, a 75-year-old law forbid them to

do so. Minnesota's three-tier system of liquor sales required them to sell to a wholesaler, which then sold to a retailer. When opening a new facility, Ansari wanted to serve pints on site. When the state's most powerful liquor lobby, The Minnesota Licensed Beverage Association, opposed the proposal, Surly hired lobbyists and organized the "Surly Nation," a network of grassroots supporters to support legislation to change the law.

Governor Mark Dayton signed the "Surly Bill" into law in May of 2011. Now, brewers in Minnesota can apply for a license to sell pints at their breweries if their municipalities allow it. The MLBA now allows brewers producing less than 250,000 barrels a year to serve pints on tap.

a Destination Brewery

In December of 2014, three and a half years after the legislation was passed, Surly Brewing's new \$30 million destination brewery was opened in the Prospect Park neighborhood of Minneapolis. The grand opening, December 19th, was proclaimed as "Surly Day" by City Council Member Cam Gordon.

On Malcolm Ave. SE, just off University Avenue, the 50,000-square-foot facility has a brewing capacity of more than 100,000 barrels per year, three times as much as their old location. Inside, they can fit 275 people and have a 1.5-acre outdoor area opened in the warmer months.

Surly has hired Solera Restaurant's Jorge Guzmen as executive chef and will host "beer dinners" built on flavors in the beer. The menu features unique appetizers like Bone Marrow, Naseem's Hot Chaat (chickpeas, garam masala, cumin dusted tortilla chips) as well as familiar staples like a pretzel with spicy ale mustard and a cheese board. Their main courses include several meats like lamb shank, flank steak, catfish, brisket, and burgers, as well as many options for vegetarians and vegans.

The Beers

Of course, let's not forget the beers themselves. Surly Brewing is known for having bold flavored beer and their flagship, Furious, is no exception. This hybrid of American IPA and British ESB has citrusy hoppy aromas balanced by a chewy carmel malt with a bitter finish.

Bender, an American Oatmeal Brown Ale, blends Belgian and British malts with cocoa, coffee, caramel, vanilla, and cream flavors.

If you're in the mood for a West Coast IPA, Overrated offers citrus aromas with an extra bitterness from generous dry hopping.





Coffee Bender is an American Oatmeal Brown Ale with added cold press coffee aromas and flavors. The result is a unique cappuccino-like creaminess.

For a Belgian Style Saison, **Cynicale** starts with notes of lemon citrus from the hops, black pepper from the yeast, and a dry finish.

For the more traditional American lager fans, **Hell** (German for light), is a Munich Helles Lager.

Surly also has many seasonal and occasional beers such as a German Oktoberfest, Russian Imperial Stout, Imperial Black Ale, and many more.

New Distribution

Surly is widely found in the state of Minnesota, but with their new facility and increase in brewing capacity, they have increased distribution to "invade" many new locations. In February of 2015, the company announced "We're Invadin' Iowa" and launched March 3rd, hitting several bars in Des Moines. They also stated "Hell Yeah We Give a Damn About Iowa!" and launched a program later that month to sign up 40 volunteers to clean up local creeks, streams, and waterways in Davenport. Surly can now be found widely throughout the state.

Just a few months later, Surly announced "We're Invadin' Wisconsin" and started distributing to the state in June.







They scheduled several events including a "Surly Gives a Damn" event at the Hunger Task Force Farm in Franklin, WI. Their only stipulation to "Invadin' Wisconsin" was that they won't be cheering for the Packers. "We have to draw a line somewhere."

In July of 2015, the company announced "Chicago Gets Surly," where they congratulated the Chicago Blackhawks on their Stanley Cup win and announced their continuation of showing up in more locations around town.

What's next for the brewery? Only time will tell. As the beer continues to gain notoriety throughout the Midwest, the United States, and the world, Surly Brewing will continue to be sought after by beer fanatics all over. You can find locations that carry Surly near you on their website: **surlybrewing.com**. You can also follow them on Twitter and Instagram or like them on Facebook.

If you Go

520 Malcolm Ave SE Minneapolis, MN 55414 763-999-4040

Located just a few blocks from the Prospect Park Station & Platform on the Green Line of University of Minnesota Transitway

Nearby: Commons Hotel is a 2013 Fodor's 100 Hotel Award winner and allows nearby access to the University of Minnesota and TCF Bank Stadium.



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n idyllic blend of coast and forest, new world and old, Nova Scotia is one of three gorgeous Maritime provinces (along with New Brunswick and Prince Edward Island) on Canada's Atlantic coast. Aside from the Chignecto Isthmus, the 15-mile stretch that connects Nova Scotia with New Brunswick, the province is entirely surrounded by water. Just south of the isthmus, the Bay of Fundy divides the land. The Northumberland Strait and the Gulf of Saint Lawrence lie to the north, separating Nova Scotia from Prince Edward Island, Newfoundland, and Quebec; the Gulf of Maine runs along the southwest, and the vast expanse of the Atlantic Ocean marks the province's southern and eastern borders. Because of its long, narrow shape, no point in Nova Scotia is more than 42 miles from the coast.

WAYS TO EXPLORE Driving or Cycling

You can take a breathtaking ride along the famous Cabot Trail on Cape Breton Island (the "#1 Island in North America" according to *Travel + Leisure Magazine*), which forms the northwestern tip of Nova Scotia. Cabot Trail is a steep, twisting, 185-mile route that takes you across highland scenery and along rocky coastline. *USA Today* named it one of the "10 Best Motorcycle Trips," and it's one of the world's most highly rated bicycle routes. Bear in mind that Cabot Trail is a winding road that closely follows Cape Breton Island's eastern and western coastlines, which include dramatic drops to the ocean. While the views are stunningly beautiful, many drivers and passengers feel more comfortable traveling in the inside lane, away from the cliffs' edges. If this describes you, plan to travel in a clockwise direction around the island, and you'll be able to stay a comfortable distance from the edge.

Hiking

Cape Breton Highlands National Park has 26 hiking trails, where you can explore the shoreline, forests, mountains, and canyons up close. The extensive trail system has hikes for everyone, from kids and beginners to experienced outdoor enthusiasts and adventure-seekers. The Skyline trail gives you spectacular views of the coastline, the Gulf of St. Lawrence, and Cabot Trail, all from a level boardwalk;

DISCOVERINGS NOW SCOTIA

By Micah Hartmann

for a more extreme adventure, try the 3-Peaks Challenge, held each July, and work with your team to complete three mountain hikes – Money Point Light, Money Point Gulch, and Franey – all in one day.

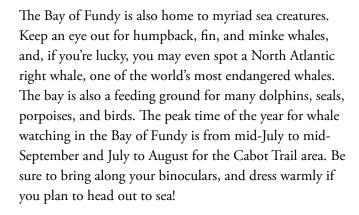
Lighthouse Touring

160 lighthouses dot the shores of Nova Scotia – more than any other Canadian province, and several of them are world renowned. Peggy's Point Lighthouse, for instance, was built in 1915 and is one of the most photographed lighthouses on the Atlantic coastline and perhaps in the world. The large beacon, located in a small fishing village named Peggy's Cove, is set atop giant rocks with the sea billowing below, creating a stunning view for visitors. Historic lighthouse tours are available and are accommodated by expert storytellers who bring history to life as they regale visitors with tales of shipwrecks and survivors.

Wildlife Viewing

Don't skip one of Canada's most awe-inspiring experiences: whale watching. Board a boat and cruise along the coast, listening to Celtic fiddle music while keeping an eye out for pilot whales, or watch for whales in the Gulf of St. Lawrence from the Skyline Trail. The Gulf of St. Lawrence hosts 13 species of cetaceans between May and October, including blue and humpack whales.





Unparalleled Dining

Dining on the ocean floor in The Bay of Fundy, one of the Seven Natural Wonders of North America, is a rare treat. Burntcoat Head Park on the Bay of Fundy experiences the highest tidal range in the world: 115 billion tons of water flow in and out of the bay daily, fluctuating from low tide up to 55 feet of depth every 12 hours. Tour the shore, then sit down to enjoy a four-course dinner on the ocean floor! The menu includes fresh seafood, local cheeses and breads, naturally raised meats, and organic fruits and vegetables. After dinner concludes, guests make their way up to a nearby cliff to watch the sun set and tide roll in while sitting aside a crackling bonfire. Within hours, your dining spot below will be 50 feet underwater.



WHERE TO STAY Trout Point Lodge

If you want to get away from the hustle and bustle of the city and find exquisite peace and seclusion in the middle of nowhere, Trout Point Lodge is the perfect destination. *The Montreal Gazette* declares, "Trout Point is an intimate, secluded resort with delectable, locally-inspired cuisine and a roster of nature-oriented activities," which include canoeing, kayaking, hiking, fishing, and wildlife viewing. The National Geographic Society named the Lodge one of the "ten of the most innovative, sustainable travel programs around the world."

You leave the world behind as you travel into the heart of the Tobeatic Wilderness, three hours outside of Halifax. You may as well leave your phone behind, too, because there's no cell reception out here. The three-story lodge is a luxurious structure built from Eastern Spruce trees, granite, and sandstone with rustic log walls and beamed ceilings. It is adorned with oriental rugs, handmade log and twig furniture, and Mica and Tiffany lamps. To keep things quiet and tranquil, only children over the age of 14 are allowed to stay here; the lodge is generally considered an adults-only resort. TripAdvisor awards Trout Point its Certificate of Excellence for consistently receiving high customer ratings, and the lodge has received the Fodor's Choice seal of approval. According to the travel guide, "Guests at this wilderness eco-resort can get away from it all without sacrificing luxury, excellent food, and topdrawer amenities."







If you'd rather brave the wilderness, consider camping out in Blomidon Provincial Park, a delightful area with a campground, picnic areas, an unsupervised beach, and various hiking trails. It is known for its spectacular views overlooking Annapolis Valley and the Bay of Fundy. The park is part of the Western Hemisphere shorebird reserve. Every July or August, up to a million semipalmated sandpipers flock to the area as they migrate from the Arctic to South America. A couple of the Bay of Fundy's beaches are feeding grounds for the birds, full of microscopic shrimp, where they can feast and store up enough energy to make their long flight south. When tide is low in the Bay of Fundy, you can explore the ocean floor, walking beneath the high rising sandstone cliffs.

Cape Chignecto

Another gorgeous campground along the Bay of Fundy is located in Cape Chignecto Provincial Park, where you can pitch a tent or choose to stay in a cabin or bunkhouse. During your stay, you can hike through the pristine wilderness or try your hand at sea kayaking. When the tide is low, the stunning red coastal cliffs rise 600 feet into the sky. This area is Canadian backcountry, and travelers should be physically fit and are required to have proper hiking equipment upon entry, including first aid and survival



kits. Several kayaking packages are available for visitors, such as the *3-Day Cape Chignecto Kayak Adventure*. This escapade begins at Spicer's Cove, and kayakers follow Cape Chignecto Park's entire coastline, paddling past cliffs, rock formations (including the famous Three Sisters sea stacks), waterfalls, coastal caves, and beaches. Keep an eye out for seals and eagles!

IF YOU GO Climate

Temperatures are relatively moderate year round, rarely exceeding 80 degrees Fahrenheit in the summer or dipping below zero in the winter. Summer is the most popular time for tourists to visit Nova Scotia because of the warm climate and abundant festivities, but that also means it's the most crowded time to visit. If you'd rather skip the heavy crowds, visit in September, October, or November, when temperatures hover in the 50s and 60s. Around March or April, when temperatures reach just above freezing and the snow melts, the ground becomes slushy, wet, and muddy. This can make exploring one of the most beautiful areas in North America more difficult and less pleasant.

From the U.S. to Canada

To travel to Nova Scotia from the U.S., you must possess a valid passport or NEXUS card. Be careful – once you arrive, you may never want to leave.

Map out your own adventure at novascolia.com.



By Adam Doyle - Paint and Interior Sales Manager for Elliott Aviation

Customers should shop around for the best deals, best customer service, and best quality of work. Sometimes when a customer has a particular need, they try to look for the specialty shop that does just that one thing instead of a shop were they execute more than one discipline. On certain products that may work, although when it comes to repainting an aircraft or getting an updated look to the interior, customers may see these people as experts since they focus solely on one discipline; the inverse, in fact, is true. Let's take a look at some situations that would call for a one-stop shop compared to a single trade shop.

PAINT

A quality paint job should last at least six years but can sometimes last longer. We recommend that customers look at paint as a maintenance event. Even if you don't think you need new paint in six years, you should seriously consider it because paint is the first line of defense and you never know if there is corrosion underneath until you strip the paint completely. We have all heard stories about paint shops where it's one guy and a paint gun on unfinished floors, not to mention zero controlled atmospheric conditions and absolutely no dedication to quality procedures.

This example may be extreme, but there are qualities to look for in a paint shop while there are others you will want to avoid.

You want a facility that is adequately staffed to address an issue if something goes awry in the process. Items like flight controls and other critical elements to an aircraft, for example, can follow strict guidelines that may require maintenance manuals. If the shop where you take your aircraft does not have the manuals because they don't generally deal with this type of aircraft, this could compromise the customer's service. Paint that has been on an aircraft for years may be hiding some issues and, once you strip it, there is no going back and those issues must be dealt with.

When searching for a paint facility, look for one that will provide quality work and technicians who will pay attention to the details so that the aircraft is safe and will have a paint job that will withstand the years. Paying a little more now for a quality paint job that will last for many years, will, in the long run, save money because there wouldn't be further downtime or paying for paint again in just a couple of years. Find a facility with a clean booth because even a speck of dust landing in the paint can cause problems. As we stated, paint is the first line of defense and, when flying and changing altitudes, pressures and climate conditions at 500 miles an hour, the paint should hold up and not have any reason to crack.

If the aircraft is within a warranty period and the scope of work failed, understanding when and where the aircraft will be repaired along with verification of the warranty and knowing who exactly will be paying for it can be a cause of concern. Look for companies who will provide that information in the original contract. In some circumstances, a company that wants a satisfied customer who will return when work is needed will most likely make exceptions and see that the issues are resolved in a timely manner. If these paint and interior only shops do not have the adequate equipment and manpower or even the proper manuals for the specific airframe, it may potentially cost more downtime and more money out of pocket.

Quality takes time and a good facility is likely to be booked weeks in advance, which means it will be extremely difficult to take drop-ins. Planning ahead is the best option when needing quality work done.

INTERIOR

A quality shop understands it is more than just finishing and moving on to the next project. It is about knowing the product and its limitations. For example, how a part is prepped can make all the difference. Does the panel need to hold its flexibility or can we repair it to be more rigid? Is there a certain way to seam a panel or a seat to extend the wear and longevity of the panel or seat? That is precisely what a customer should look for in a shop: some place that is going to take the time to look at each section of the interior and determine how to make it last longer to increase the value they are putting into the aircraft.

When prep work is not done properly, the materials will not wear as well as they should. If you are unsure about the origin of the work or the quality a particular shop provides, beware of an aircraft advertised with "new interior." Some shops just re-dye seats and use pre-cut carpet kits that may not fit well and show loose surging/threads, possibly unfinished edges and those solutions won't hold up as well. It will have the new carpet and new leather smell but time will tell how long either will stand. Some shops take shortcuts; for instance when seats are re-dyed and not done properly, they can become sticky and even pull layers of dye off when conditions are right.

While refurbishing an aircraft, a quality facility should have the solutions to every detail, no matter how small. For instance, if doing partial refurbishment, will all the hardware match? Will they make sure there is a full set of throw rugs? Will the shop go above and beyond to create an excellent customer experience? Even the smallest of things will go a long way.

It may seem complicated but we have said this time and time again when doing an interior refurbishment; even a small change to an aircraft interior can affect a lot more than you think. Find a shop that focuses on the smallest of details, one that takes the time to really look at an aircraft to figure out what is best for that specific aircraft and airframe.

Having a facility that can handle any issues that arise, mechanical or otherwise is critical when repainting or refurbishing an aircraft. A shop with one trade may not be capable to handling issues that arise that aren't in their field. Also keep in mind a facility that can do everything will have adequate "specialists" already on hand for each specific situation. Quality work that will last over time will pay for itself in the long run.

Adam Doyle joined Elliott Aviation in 2000 as an interior technician after graduating from Wyoming Technical Institute. While at Elliott Aviation, Adam has earned many different promotions on the shop floor including Install Team Lead, Soft Goods Team Lead, Assistant Interior Shop Manager and Seat Shop Manager. Adam's most recent promotion has been to Paint and Interior Sales Representative for Elliott Aviation. He uses his experience with various vendors, products and processes to educate our clients by providing direction and helping plan for future investment with realistic and accurate figures.

You can contact Adam Doyle at adoyle@elliottaviation.com or call 309.799.3183.







Custom Suiting is the Measure of a Modern *Gentleman*

From Bogart to Bond, the most iconic gentlemen of the silver screen have been debonair and dashingly attired. But their costuming choices are about more than making a good first impression; a custom suit fits better and is, in fact, more comfortable than an off-the-rack garment. You can tell with every step, crouch, and leap from danger that their suits were hand crafted and custom tailored for elegance and performance.

History A "suit" is, generally, a jacket, trousers, and optional waistcoat (vest) made of the same fabric. The modern suit evolved from regal lineage: King Charles II instituted a dress code for his 17th-century gentlemen attendants based on the styles popular in Louis XIV's court at Versailles. By the

Victorian era, gentlemen wore a close-fitted, nearly kneelength garment known as a "frock coat" (still worn by some aristocrats on formal occasions like coronations) and banded trousers. In slightly more casual situations, a "morning coat" or "tailcoat" was appropriate, the cutaway front allowing for activities like horseback riding. (The modern dinner jacket, or tuxedo, is a descendant of tailcoats.) Today's contemporary business suit was formerly known as a "lounge suit," initially reserved for leisure activities like country vacations but gaining popularity after the mid-1800s.

Prior to the Industrial Revolution at the close of the 19th century, all suits were individually made for their wearers. The rise of the ready-to-wear garment industry meant that custom-built suits became much more elite and high-end. All custom suits are not equal, however. A completely personalized suit that is made from a pattern uniquely drawn for you by a tailor is properly referred to as a "bespoke" suit. It takes a skilled, experienced tailor to make a bespoke suit. Once you are measured, the tailor draws up a custom pattern, and a cutter handcrafts your suit to those specifications. Bespoke suits are the most expensive, time-consuming, and customized; their

fit is unparalleled. "Made to measure" suits, on the other hand, are tailored for each customer based on stock patterns rather than unique designs.

Choices, Styles, and Fashions

Wearing a custom-made suit is about more than putting on clothes – it's an expression of your own style. One of the hallmarks of a bespoke or made-to-measure suit is that the style and fit are tailored for your own taste and body type. Although the devil is in the subtle details, the most basic choices will be related to the fabric, the cut of the suit (in the waist/breast area), and the style of the collar.

Quality suits are generally made of wool fabric, either alone or blended with another fabric. "Worsted" wool has been combed before being spun and woven, which gives it a smooth feel but makes it less sturdy; other wools are more textured and can be woven into nappy flannels or tweeds. In very warm climates, seersucker cotton is an acceptable alternative to wool (think Gregory Peck in *To Kill a Mockingbird*). The most elite tailors offer custom made fabrics for your bespoke suit, woven in your choice of finish and pattern; many maintain their own proprietary fabric libraries.

"Double-" or "single-breasted" refers to how many columns of buttons are on the front closure of the suit. On a double-breasted suit, one side overlaps the other significantly, incorporating one column of functional and one column of decorative buttons. On a single-breasted suit, the front closes without significant overlap using one single column of buttons. Your choice of whether to wear a single- or double-breasted

suit should be based on what is most flattering to your body and appropriate to your industry, how often you'll wear the garment, your local geography and culture, (including weather and local fashions), and current popular styles.

Custom buttons can be made of horn, mother-of-pearl, or occasionally an unusual material like metal. The most common number of buttons on a double-breasted suit's front changes with the latest fashion trends. You should select the number that is most flattering to your build, enhancing the appearance of height or balancing your proportions. Regardless of the cut and number of buttons you select, you should generally leave the bottom button undone.

The most common style of lapels are "notched," "peaked," or "shawl," although there are hybrid and customized variations of each as well as more uncommon styles like the stand-up Mandarin collar. One of the marks of a bespoke suit is an unusually designed or stitched collar, like Nicholson's wardrobe choices in *Chinatown*.

A quality suit lining, called a "canvas," is independent from the exterior fabric. This is referred to as "floating," rather than "fused." A fused lining is less durable because it is susceptible to pulling and puckering and can separate from the suit during dry cleaning or after exposure to rain. Typically, suits have at least a few interior functional pockets; commissioning a bespoke suit means that you can have numerous hidden Penn-and-Teller-style pockets if you choose.





Traditional suit colors are dark blue, black, and grey, with dinner jackets sometimes white (like Bogart's famous white shawl-collar jacket in *Casablanca*). Patterns and colors are usually subtle; bright colors and bold patterns can be faddish (like *Miami Vice* styles of the 1980s) or outlandish (like De Niro's single-breasted raspberry jacket in *Casino*).

Although suit trousers tend to play second fiddle to the fit and style of the jacket, subtle choices can take center stage in an outfit. Although contemporary styles favor a tapered leg with either a subtle bottom cuff or none at all, previous fashions embraced large-cuffed or wider-legged styles, like Travolta's *Saturday Night Fever* attire. Dress trousers sit higher on the hips than casual pants like jeans and can be cut with pleats or without, depending on your build; either way, you can choose a creased or smooth front. While Americans favor a slightly longer leg, ending or "breaking" with fabric resting on the top arch of the shoes, many Europeans tend toward a shorter anklelength cut that shows glimpses of a stylish pair of socks. (These should rise to the knee or higher, and a quality pair is made of wool or cashmere.)

Accessories Men's suits are worn with a dress shirt, which also can have numerous options for its style and fit. The wrist cuffs, which should protrude slightly past the jacket

sleeves, can be finished with a button closure or designed to fold back and fix together with cufflinks. (This style, called "French cuffs," should always be fastened together inside-to-inside, in the "kissing position," rather than with one cuff lapping over the other.) Cufflinks are a distinctive way to personalize and accessorize your bespoke suit. The buttons on the jacket itself are purely decorative in off-the-rack suits but may be functional in bespoke suits to allow a gentleman to push up his jacket sleeves.

Modern suits typically are worn with a belt to hold up the trousers, but pants may also be worn with over-the-shoulder elastic suspenders. (These fell out of fashion when the U.S. government rationed elastic during World War II.) A decorative handkerchief or "pocket square" is traditionally worn in the breast pocket and should complement, but not match, the tie; its material should be silk or follow the season (linen or cotton in summer, heavier fabrics in fall and winter).

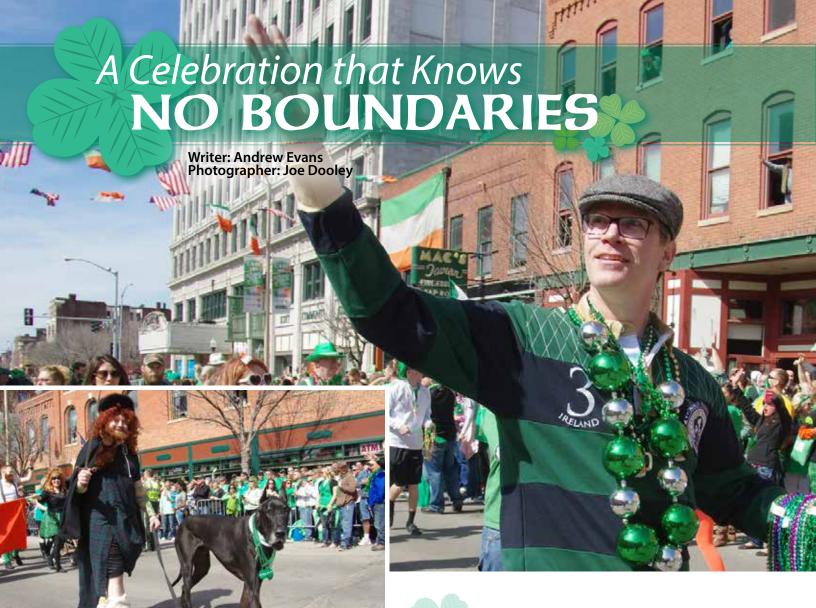
Until the 1960s, hats were ubiquitous when gentlemen went outdoors. Although they're not now required wear, a well-made, classic hat is a distinctive accessory that adds style and panache to an overall look. Bogart's *Casablanca* fedora paired with the smartly-tailored, double breasted, peaked lapel suit in a subtle check would look as fitting on a gentleman boarding a plane from O'Hare in 2016 as it did in 1941 Morocco.

The choice of a long or bow tie is entirely one of individual fashion, but the width of a long tie should harmonize with the width of the suit lapels (i.e., wide lapels, wide tie). These and other carefully selected accessories set apart a custom-designed wardrobe from the off-the-rack business attire.

Personalization Ultimately, the reason to commission a bespoke suit is to ensure that your suit hangs perfectly and is of the highest quality. A handcrafted, handtailored suit conveys confidence and worldliness. Envision Connery's Bond in Goldfinger wearing a two-button singlebreasted suit with narrow, notched lapels and double-flap pockets in a subtle grey and white plaid with a waistcoat, white pocket square, and narrow black tie. Compare him with Daniel Craig's current Bond, wearing almost exactly the same ensemble in Skyfall (substituting a grey tie); the character remains enduringly fresh and stylish despite decades in between the movies. Crafting bespoke suits allows the Bond costumers to ensure that despite the actors' vastly different body types and the difference in prevailing current styles, Bond's suiting exudes the same luxurious yet practical impression of the character as ever. By commissioning handtailored suits, you, too, can be a timelessly extraordinary gentleman in today's ordinary world.









The Patron Saint of Ireland, Saint Patrick, is one of the world's most popular saints. Born in 387 in Britain, as a young teenager, he was captured by Irish pirates and forced into slavery for six years before he escaped and returned to his family. After he returned home, he received a vision that inspired him to join the priesthood. He was ordained by St. Germanus and sent to deliver the gospel back to Ireland. In Ireland, he preached and converted for 40 years and was said to have worked many miracles. Today, St. Patrick's Day is celebrated on March 17th, said to be the day of his death at Saul, Ireland, where he had built his first church.

A Celebration of Inish Pride &

Confirmed in 1631 when recognized by the Vatican, St. Patrick's Day remained primarily a religious holiday into the 20th century and was not even a public holiday in Ireland until 1904.



In America, however, the holiday started taking on a different meaning, one of a celebration of Irish pride. As early as the 18th century, Irish immigrants began settling in the United States. As more and more immigrants and Irish soldiers came to the US, they wanted a way to remember their homeland. The early 19th century started seeing municipal celebrations of the holiday in cities with large Irish populations like New York and Boston.

Only during the post World War II when holidays became marketed more aggressively, the country started seeing many non-Irish Americans celebrate the holiday. The holiday grew so popular in the US that we now associate corned beef and cabbage (rarely eaten in Ireland), green beer, shamrocks, and Irish bar promotions with the celebration. The celebration was so big in the United States that it caught on in Ireland where, in 1996, Dublin hosted their first St. Patrick's Festival featuring four days of music, treasure hunts, and a two-hour parade.

Today, 127 million Americans will celebrate St. Patrick's day, more than 26 times the Republic of Ireland's total population. The United States has almost seven times Ireland's population, 39.6 million, claiming Irish heritage.

Move Over Chicago St. Patrick's Day in the Quad Cities

While Chicago may be famous for dying the Chicago River green, the Quad Cities is famous for a celebration too big for one state to handle. If you have been one of the fortunate spectators (or participants) of the Grand Parade put on for the last 30 years by the St. Patrick Society of the Quad Cities, you can understand why the event gets national attention and recognition every year.

This massive parade, the only interstate parade in the US, draws tens of thousands of spectators each year to the two-mile parade route. In years past, the parade has had to be limited to no more than 80 floats, all asked to reflect some type of Irish theme.

Beginning in downtown Rock Island, IL the parade route goes through downtown on Third Avenue and over the Centennial Bridge into Davenport, Iowa, where it ends at Harrison and 2nd Street.

If you plan on viewing the parade, the route and atmosphere are incredibly diverse. Because the parade route is so long and covers many areas of town, you can experience just about everything from mild to wild.

For the more family-oriented viewing experience, many areas of Rock Island (away from the bars) provide a comfortable, yet fun, atmosphere. In Davenport, there is a small park on 2nd and Gaines that allows you to see all of the floats come off of the bridge.

For a wilder adventure, you can view the parade just outside of "The District" in Rock Island, a popular area with local bars and restaurants. At the other end of the route, however, you can find arguably the craziest part of the parade, outside of Mac's Tavern and Kilkenny's Pub on Third and Harrison. Here you will find a sea of people, at times five deep, dressed in green and likely enjoying their favorite green beverage.



The 2016 Grand Parade will take place on March 12th and start at 11:30am at the corner of 23rd St. and 4th Ave. If you would like to attend, keep the length and slow speed in mind when planning your day. While the parade on the Illinois side may only take an hour, spectators at the end of the route on the Iowa side may not even see the first floats arrive for an hour or more.

In addition to the parade, the 34th Annual St. Patrick's Day Race will take place in downtown Davenport, IA. You can stay up-to-date with news on their Facebook page at **www.** facebook.com/qcstpatricksdayrace.

If you are looking for the biggest party outside of the parade, Kelly's Irish Pub, located at 2222 E. 53rd St. in Davenport, hosts an annual three-day celebration that kicks off the Friday prior to the Grand Parade. Throughout the weekend they feature Irish dancers, live music, skydiving leprechauns, brunch, and other events inside a 12,000 square foot heated

tent. In years past, they have offered shuttle services on the night of the parade to help patrons get home safely. Also, keep in mind that the Quad Cities has cheap rides through the Uber app.

When the Dust Settles

If you are looking to continue the celebration after the parade has finished, you can check out some of our recommended locations:

DRINKS

Iowa: Great River Brewery

322 E. 2nd Street, Davenport, IA

Great local brewery featuring brewery tours and plenty of indoor and outdoor seating. Specializing in Pale Ale, IPA, Red Ale, Blonde, Milk Stout, Nut Brown Ale, and more! They are pet friendly and pretty low key after the parade. Food is available through a nearby restaurant but not at the brewery.



Illinois: Bent River Brewery

(2 Locations)

1413 5th Ave. Moline, IL (Brew Pub)

512 24th St. Rock Island, IL (Brewery and Tasting Room)

Excellent local brewery and longtime staple of the area famous for their stout beers, both locations have indoor seating and outdoor patios. They are well off the parade route, so the atmosphere should be fairly comfortable. They also offer food.

EATS

Iowa: Fresh Deli by Nostalgia Farms

The Freight House – Davenport

Fresh Deli is a great farm to table deli that sources most of its food from a local farm. Located just around the corner from the end of the parade route and attached to local brewery Front Street Brewery's second location, this deli provides great food at affordable prices – all with a beautiful view of the river.

Illinois

If you're looking for a great place to eat a late lunch after the festivities, drive or catch an Uber ride over to Downtown Moline's 5th Avenue district. On a Saturday afternoon, you can get farm to table food with a large Whisky selection at Barley & Rye Bistro, enjoy Mexican American fusion at Café Fresh, Brick Oven pizza at Brix, or some amazing Thai food without having to go to a big city like Chicago at Lemongrass Café. All of these restaurants are fairly family friendly and will give you a comfortable dining experience.

THE FULL EXPERIENCE 🛊

If you'd like the full experience of how crazy the St. Patrick's day festivities can be in and around the Grand Parade, you can find what you are looking for at the following locations. Be warned, however, they will be extremely crowded and will not be family friendly.

Mac's Tavern – 316 W. 3rd St., Davenport, IA Kilkenny's Pub – 300 W. 3rd St., Davenport, IA Carriage Haus – 312 W. 3rd St., Davenport, IA Kelly's Irish Pub – 2222E. 53rd St., Davenport, IA







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GARMIN

MORE THAN MEETS THE BY JAMIE PFEIFFER









They're undeniably eye-catching, and they're no ordinary boats. The newest nautical innovations are personal watercraft that are sporty, stylish, and so much more than meets the eye.

BOATING 101: The Basics

In order to understand what's innovative and remarkable about the new generation of watercraft, it's necessary to look at the basics of boat design. A simple, traditional boat has one main body, called a hull. A catamaran, on the other hand, has two parallel hulls of equal size connected by a platform or canvas. This design is lighter, which makes catamarans faster and able to travel in shallower water than ordinary "monohull" boats. It's much more stable, reducing side-to-side motion and making for a more comfortable ride, especially in choppy water. Greater stability also means the ability to travel at higher speeds with a lower risk of capsize. These advantages are further enhanced in a trimaran design with a main hull and two smaller outrigger hulls (or "floats").

The drawbacks to multihull vessels mostly relate to their fragility compared to monohull boats and ships; inherently, their two or more connected parts are more vulnerable to breaking apart than one solid monohull. Multihull vessels also take up a great deal more space because of their larger footprints, which can be a problem in crowded marinas and storage areas. Otherwise, the decision to choose a multihull vessel over a monohull vessel is really one of personal preference and what you want to do with the craft. The new generation of personal watercraft transforms these traditional designs in radically innovative new ways.

HELICAT: Designed Like a Helicopter, Built Like a Catamaran

Washington-based HeliCat LLC has been developing its namesake personal hybrid watercraft since 2011. The HeliCat 22 has the style of a helicopter, the body of a catamaran, and the soul of a dragster. This lightweight, easily maneuverable design is exceptional in rough water, allowing the cabin passengers to remain dry and secure. Its 21.5-foot-long fiberglass body has duel hulls supporting a central enclosed cockpit. Although it looks like it could fly away, it's firmly grounded in the waves for excellent maneuverability, control, and stability.

The HeliCat's creators have more than 40 years of extensive sailing experience and boast that their invention is "is virtually unsinkable due to a combination



of positive foam flotation and separate watertight compartments." In addition to keeping passengers warm and dry, the cockpit style also allows water to wash over the boat when waves are high rather than taking on water, making the craft both safer and more efficient.

The HeliCat is built for speed and agility, cornering without capsizing even at high speeds. It can cruise at an impressive 20-30 mph in whitecap waves and up to 40 mph in calm seas. Its high back tailfin, which acts like a rudder for maneuvering, can be used for waterskiing, wakeboarding, and other tow-behind recreational activities.

It has two complete, independent motor and electrical systems, a redundancy that makes the vessel more dependable in case of malfunction. Its motors are twin 60 hp Mercury brand four-stroke EFI motors, which are extremely fuel efficient: at speeds of 20-45 mph, it burns between 4-13 gallons of fuel per hour (between 3.5-5 miles per gallon). Upcoming models should be even faster and more efficient, bearing two 90 hp motors for speeds over 50 mph.

A tremendous advantage of the HeliCat is that it is fairly easily manageable for a solitary operator, although it does have room for 2-3 passengers in the cabin in addition to two optional swivel seats available on the hulls. Weighing

in at 3400 pounds (fueled) with included custom-fitted trailer, it is easily towable for a mid-sized car or SUV. A single person can launch or retrieve the vehicle from the water in minutes. Because of its smooth ride, ease of use, and portability, it is ideal for inter-island or ship-to-shore transportation in areas with limited access.

The craft's primary disadvantage is that its capacity for speed and agility outpaces its durability. Like all lighter, more nimble multihull designs, the HeliCat is generally more fragile and prone to breaking apart than a monohull vessel. Testing in the first few years, especially during Caribbean storm season, revealed serious structural weaknesses, and the company gained some undesirable press after one two-person demo expedition nearly turned deadly off the coast of Miami in 2013. But design changes and structural improvements have made the newest models more durable, and they have performed impressively at demonstrations over the past few seasons at boat shows from Seattle to Miami.

The HeliCat starts at \$75,000 and can be customized with a corporate logo wrap or other custom design. They'll be available for demo at boat shows around North America in 2016 and may be test driven by appointment at the company's headquarters near Seattle.

KORMORAN: The Ultimate Transformer .

One of the most innovative new nautical offerings is from an Austrian company, Kormoran. Their K7 luxury personal watercraft is convertible from traditionallooking monohull to a catamaran, trimaran, or hydrofoil. Owners can enjoy the stability and efficiency of a multihull system, the compact ease of storing a monohull, and the otherworldly experience of a hydrofoil - all in one craft.

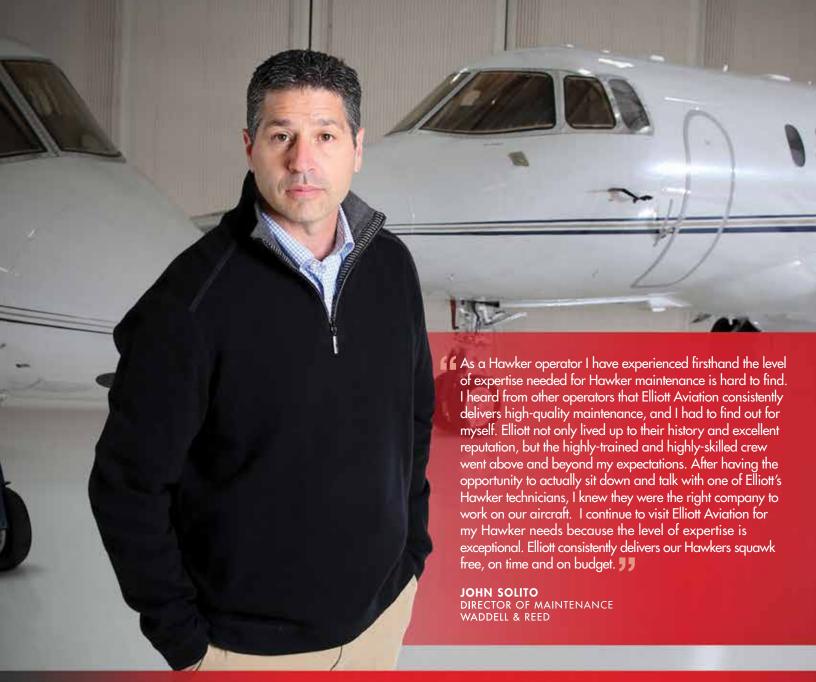
A hydrofoil is a winglike structure that attaches to the boat's hull and lifts it almost entirely out of the water as the craft picks up speed. The K7's hydrofoil system was developed using America's Cup racing technology. It reduces drag by up to 80%, improving efficiency and speed and enabling a smoother ride with reduced spray.

Impressively, the boat can transform between modalities during operation, thanks to a pair of hydraulically actuated hulls. But the K7 doesn't sacrifice power for flexibility: the engines in both hulls (155 hp, 114 kW each) have multiple upgrade options from the standard 310- hp marine variety. Upgrading to the largest option, 300 hp (220 kW) Wankel aircraft engines, increases the total power to 600 hp. For even more power, a third jet propulsion system and a third engine can be added, bringing the total power to 900 hp (660 kW).

The K7's software incorporates advanced aircraft autopilot capabilities and high-tech navigation and sound systems. It's top of the line through and through, down to the carbon fiber fabric and leather interiors, titanium construction, and teak decking. Its swimming platform makes it the perfect dive boat, and its sunbathing platform is an ideal lounging spot. The K7 is now available for pre-order but is not yet in production.

If you're escaping the winter chill and heading to warmer weather, either of these new hybrid watercraft would make a unique, useful, and elegant addition to your island experience.





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There's a heady buzz as the sun climbs on the first Saturday in May. Exuberant revelers have spent two weeks imbibing the local Kentucky culture and paying homage to the legends of Thoroughbreds past in preparation for the day's main event. Almost 160,000 spectators gather for the two final days of racing, particularly the main event: the Run for the Roses.

"The most exciting two minutes in sports" is the climax of the Kentucky Derby festival, a triumphant celebration of good breeding and great bourbon. Now in its 142nd year, the Grade I stakes race pits 20 three-year-old Thoroughbred racehorses against each other for a mere mile and a quarter (2 km). Secretariat's majestic 1973 winning time of 1:59:40 still stands as the fastest finish ever, with only one other

horse ever cracking the two-minute mark. The race itself is a majestic display of artistry, sportsmanship, and pure athletic power from the world's finest racing stock. But the Derby is so much more than the race; it is a distillation of all of Kentucky's tradition, struggles, and aspirations into its present and its future.

Ghosts of Derbies Past

Horse racing has been popular from the earliest recorded civilizations, providing entertainment for the Greeks, Romans, and Egyptians, among countless others. Although horse racing had existed in what is now the U.S. since 1665, it didn't rise in popularity until the last quarter of the 19th century, inspired in part by the travels of Col. Meriwether Lewis Clark, Jr., grandson of the explorer William Clark. In England, the elite Derby Stakes race has been run since 1780. Almost a century after its inaugural run, Col. Clark visited it and several other famous European horse races. Inspired, when Col. Clark returned home to Kentucky, he founded the Louisville Jockey Club,



built a racetrack known as Churchill Downs (named for the family that provided the land), and organized a Derby of his own. The first Kentucky Derby, posted in 1875, attracted nearly 10,000 spectators.

The Derby breathed life into other nascent races, including the Preakness Stakes (first run in 1873) and the Belmont Stakes (first run in 1968). Together, these three races now constitute the Triple Crown of Thoroughbred Racing, a term that was popularized when Gallant Fox became the second winner of all three races in 1930. Twelve horses have been Triple Crown champions throughout history, with the esteemed Secretariat maintaining records to this day in all three events.

Since 1921, the first verse of the song "My Old Kentucky Home," played by the University of Kentucky marching band, has accompanied the Derby runners as they parade from paddock to post. The Stephen Foster composition was written in 1852, a ballad against slavery during the

contentious years preceding the Civil War. It has been Kentucky's state song since 1928, with a slight lyrical alteration in 1986 to remove a derogatory reference to African Americans. Kentucky's role as a border state in the Civil War permeates its history, which was influenced both by Eurocentric Northern traditions and Southern gentility and pride. The Derby is a unique harmonization of these two frequently divergent attitudes: a spectacle of pure power draped in upper-class elegance and smothered in superstitious tradition.

Ghosts of the past haunt Louisville, both figuratively and literally; ghost tours thrive and cater especially to Derby tourists. Guests can observe the blend of history and mystery in the modern city by visiting historic properties like the

Seelbach Hilton, a grand Beaux Arts Baroque building erected in 1869. The Seelbach's storied past includes visits from nine U.S. presidents, Al Capone, and F. Scott Fitzgerald, but perhaps its most famous guest is its resident ghost, "the Lady in Blue." The tragic Lady allegedly threw herself ten stories down the hotel's elevator shaft when she learned her fiancé had been killed on the way to their wedding. Whatever you believe about ghosts, the Seelbach is an indisputably magnificent historical property, expertly restored to its original opulence. Its 4-diamond luxury accommodations are convenient to the Downs, making it an ideal home base for most major Derby events.

Traditions Distilled into the Present

Spectators can watch the running of the Derby from the infield, – an area within the track itself – but it's hardly a good vantage point to see the race. Then again, very little of the fun of the Derby is about the race itself. From the fashions to the famous, the mint juleps to the multimillionaires, the fun of the Run for the Roses is the experience itself. The best seats to watch not only the race but also the crowd are in the upper boxes, known as "Millionaire's Row," which attract both old money and new. From the reigning families of Kentucky horse breeding to Hollywood celebrities, Millionaire's Row is where the Derby glitterati mingle.

Louisville, after all, is eminently Southern – firmly rooted in tradition and propriety with an adherence to social etiquette that's mostly fallen away in other regions. Everything from the wardrobe to the whiskey is distilled from tradition but garnished with modern touches.

• Dress to Impress •

Proper and customary dress to attend the Kentucky Derby is a delicate balance between the functional and the fashionable. Unlike the races of its European roots, the Kentucky Derby is run on a dirt track (rather than turf), and weather can make the experience unpredictable. For gentlemen, a traditional two- or three-button blazer is de riguer, but colorful, vibrant pastels that would be horrifyingly outré elsewhere are customary. Bow ties are common, but a long tie is acceptable. Horse-bit loafers are also traditional, as is the practice of leaving one's socks at home and wearing them barefooted. And don't forget a hat: a classic fedora or bowler caps off any Derby outfit.



Women are advised to wear a relatively simple, elegant spring dress and sandals or heels because the traditional Derby hat should be a woman's statement piece. Everyone agrees that wearing a hat is supposed to be good luck, but that's the limit of the accord – hat choices are as individual as snowflakes. They run the gamut from traditional, conservative Southern wide-brimmed toppers to avantgarde, high-fashion design pieces.

While Derby costumes can push fashion boundaries, appearing in colors and fabrics otherwise uncommon or uncouth, they retain a traditional sensibility, evoking

the feeling of a 1920s socialite party like a scene from *The Great Gatsby*. Women's dress is generally far more modest than current trends, and anachronistic accessories like gloves, suspenders, and hats are right at home. The comfortable, opulent fashion at the Derby is inspired by hundreds of years of British racing tradition, and yet some of the standouts each year are innovative ensembles created by notably modern fashion designers.

• Get Lucky •

Like everything related to horse racing, the Derby is riddled with rituals and superstitions. Jockeys have the most outlandish superstitions, from their pre-race routines and rituals to their outfits. "Lucky" underpants, socks, or talismans are common, as are superstitions about what (or whom) to avoid before a race, including black cats and eating peanuts in the barn. Successful owners and trainers may wear exactly the same outfits to the track for the next race as they wore for a big win. Certain traits in horses themselves, like a grey streak in the tail or a white leg (a marking known as "chrome"), are considered lucky. Four white legs are considered thoroughly bad luck, but they didn't seem to hamper California Chrome, whose four fully-chromed legs carried him to victory in last year's Derby and Preakness Stakes.

Horseshoes, talismans, and rituals are also traditions of the betting community. Since its inception, one of the biggest parts of horse racing has been wagering on the outcome. Superstitions and forecasting abound in the weeks and days before the Derby, combining anecdotal advice about previous winners, rumors about horse and jockey health, and statistical analysis. You can bet as little as \$2 on a simple bet that your lucky horse will win, place (finish first or second) or show (finish first, second, or third), or you can boost your potential payout with a more elaborate bet predicting the top two, three, or four finishers in order (an exacta, trifecta, or superfecta, respectively).

• Bottoms Up! •

Of course, no trip to the Derby would be complete without sampling its signature beverage, the mint julep. This uncomplicated mix of fresh mint, bourbon, and simple syrup has its roots firmly planted in the South, probably from the eighteenth century. But like many things Southern, its simplicity can be deceptive: the drink must have a specific pedigree to be called a *real* mint julep.



For the first time in almost 20 years, 2015's Kentucky Derby brought back authentic mint juleps utilizing Old Forester, America's first bottled bourbon, created in 1870. Old Forester has a more distinct, robust "bourbon" taste than Early Times, which had been used for the previous few decades and has a sweeter, candy-like mint flavor. An estimated 120,000 juleps are served during the two days of Derby racing, most of them in engraved silver commemorative cups – a marketing ploy introduced in 1939 that caught on and spawned a collectible market of its own.

Kentucky is serious about its bourbon. Bourbon is whisky produced in the U.S., not exceeding 80% alcohol by volume (160 proof), from a fermented mash of not less than 51 percent corn (with the remainder being rye, wheat, malted barley, or some combination). Although "bourbon" is commonly used to denote any kind of corn whisky, in order to earn appellation "straight bourbon whisky" under U.S. government beverage classifications, the distillation must be stored in new charred-oak containers for two years or more before sale. Whisky made from bourbon mash but aged in previously-used charred oak barrels is typically not called "bourbon" and instead is referred to by its state of origin (e.g., "Tennessee whisky"). Spirited debate rages about what, in fact, can rightly be called "bourbon."

Kentucky is the undisputed birthplace of bourbon, whether the credit rightly goes to Elijah Craig or Jacob Spears – both of whom are believed to be the earliest producers to call their whisky "bourbon." Although bourbon production officially halted in Kentucky during Prohibition, distillers enthusiastically resumed their craft following repeal and today account for 95% of the world's bourbon supply. Most brands are still produced in Kentucky; an estimated 5.3 million barrels of bourbon are currently aging. In 1999, the Kentucky Distiller's Association officially established the Bourbon Trail, an alliance of both major commercial and minor craft distilleries that encourages entertaining and educational bourbon tourism.

For a cozy encounter with Kentucky's ghostly past while drinking along the bourbon trail, spend a night in the Old Talbott. Currently a tavern and bed and breakfast, it was previously the oldest western stagecoach stop in America, opening its doors in 1779 as westward expansion brought explorers from the east. Its notable guests include Daniel Boone, Washington Irving, General George Rogers Clark, Abraham Lincoln, and Jesse James – who allegedly never left. Rumor has it that his ghost still frequents the inn. Although the ghost may be imaginary, paintings around the tavern still sport real bullet holes from his six-shooter.

Kentucky: Spirits of the Future

Old Forester's return in Louisville isn't limited to Derby cocktails. The transformation of the Louisville area into a thriving, future-forward metropolis has revolved around the bourbon manufacturer for many years. The city's dedication to incorporating its romantic Southern charms and history with modern technology and tourism has revitalized both the downtown and the suburban landscape, with Old Forester as the hub of some important new development.

Louisville has been home to many distillers over the years, especially downtown. Until Prohibition, a portion of Main Street was known as "Whiskey Row," with up to 50 distilleries actively producing spirits there. During Prohibition, bootleggers routinely frequented the downtown hotels and smuggled whisky through their underground networks. Following Prohibition, many of the historic hotels and distilleries fell into disrepair, but Old Forester's new state-of-the-art distilling facility, which is scheduled to open in Fall 2016, will anchor a revitalized Whiskey Row, with numerous shops, distilleries, galleries, hotels, and other commercial destinations.

The city is coordinating these destinations into an "Urban Bourbon Trail" alliance to mirror the original Bourbon Trail. Several of the hotels are being restored to their historical splendor, many, like the legendary Brown Hotel, laced with spirited stories of the colorful characters that once walked their halls and perhaps still haunt them. Other hotels on the new trail are modern from the beams to the bourbon, interpreting traditional drinks, dining, and culture with a 21st-century sensibility. Four have been internationally recognized for their distinctive historical-modern perspectives on bourbon flights, specialty cocktails, and expansive selection. All stops have at least 50 different bourbon labels on the bar as well as bartenders who are passionate about their craft and encyclopedic in their bourbon knowledge.

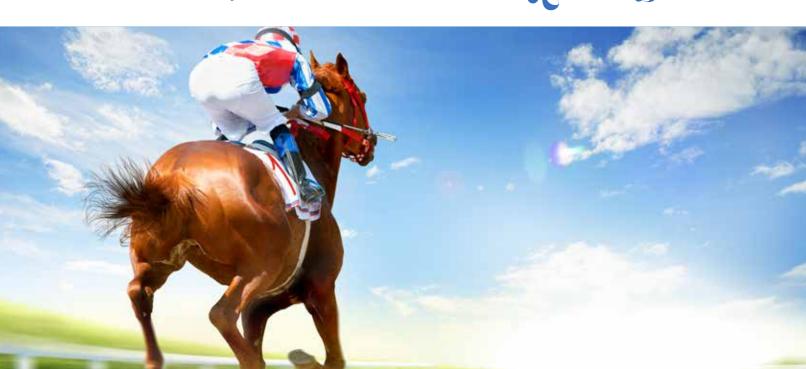
The Urban Bourbon Trail is part of a \$28 million dollar project to revitalize the Paristown Point district, established in the late 1800s, into a booming center of arts and culture.

Internationally acclaimed architecture firms and developers are joining forces with local teams to foster green building and sustainable development initiatives. The project also devotes \$6 million to restoring and renovating buildings on the National Historic Register in the district. Ultimately, Louisville aims to create a pedestrian-centric artistic urban center that blends its traditional, cultured past, its successful, thriving present, and an innovative future that remains respectful of its past. The Kentucky Derby is merely a microcosm of the enduring and advancing culture around it, but for two minutes, it's the most exciting time there is.

HYou Go:

- → Official information about the **Kentucky Derby**, including race information, sponsored hotels, hatmakers, and private tour packages, can be found at www.kentuckyderby.com.
- → The Seelbach Hilton Louisville, a historic luxury hotel, is located at 500 South Fourth Street, Louisville, KY 40202-2518 (502) 585-3200 (www.seelbachhilton.com).
- → The Old Talbott Bed & Breakfast can be found along the Bourbon Trail at 107 West Stephen Foster, Bardstown, KY (502) 348-3494 (www.talbotts.com).
- → Official information on the **Bourbon Trail** and its large and small distillery members can be found at www.kybourbontrail.com or at (502) 875-9351.







ECONOMIC & FUNCTIONAL OBSOLESCENCE PART 2

Upgrading older aircraft makes sense for many operators...

In the last issue, Elliott Aviation's Jim Becker discussed economic and functional obsolescence as it applies to older corporate aircraft. Can it make economic sense to invest an amount in an aircraft exceeding its market value?

We have found that, for many operators, the answer to the above question is 'yes'. Despite the fact that an aircraft has a physical life and an economic useful life (see Part 1 in the July edition of AvBuyer p78), older corporate aircraft are indeed viable solutions to a certain type of operator as we'll discover below...

In the past year alone, over 600 jets older than 25 years have transacted, not only including older Challengers, Citations,

Hawkers, Learjets and Gulfstreams, but also those built by companies that are no longer making aircraft (i.e. Sabreliner and IAI).

The evidence shows that owning a jet older than 20 years can make sense to various operators. Even though many of these aircraft are facing economic obsolescence, their owners have chosen to invest the capital necessary to bring the aircraft up to modern standards.

Who Invests and Why?

There are several reasons why an owner/buyer would choose to invest in a decades-old airplane. In some cases, it's an operator who has owned their aircraft for many years: It is a known entity to them - they know its maintenance and operational history and are comfortable with their

aircraft's performance and operating costs. They don't have a foreseeable change in their typical flight mission, and by keeping their older jet, they don't need to re-train their flight crew on a different aircraft type.

I recently spoke with the owner of an older model Hawker 800XP who invested in modernizing their aircraft with the latest Honeywell CDS/R with FMS 6.1 avionics upgrade, along with new paint and interior. While that investment neared the value of the aircraft, they have owned the jet for many years and were very comfortable flying it. Their crew is familiar with operating the aircraft and, for them the size of the cabin was perfect for their mission needs.

Similarly, I saw an owner of a late 1970s King Air 200 recently spend over \$1.5m dollars on upgrades, replacing the avionics with a state-of-the-art Garmin G1000 panel, upgrading the engines with more powerful PT6A-52s, and refurbishing it with a new paint and interior, all-new wing boots and fuel cells.

To some, it would seem pure folly to invest this kind of money in an aircraft with a value well below \$1m, but if you dig deeper, you can see why it made sense for them (they had purchased the aircraft new and it had served them well for over forty years). The cost of replacement like-for-like with a newer model would have been greater.

Generally speaking, this particular owner-type is happy with their maintenance-provider, and the aircraft owned still receives a good level of support from the OEM.

Another motivated group would be the aircraft buyer who simply doesn't want to pay the price of a newer model. They can purchase an older aircraft, and similar to the owners in the above case studies upgrade the avionics, paint and interior - even the engines in some cases. Although this buyer-type may have invested more in the aircraft than its market value, they end up with an aircraft that has been brought up to modern standards for less money than buying a newer aircraft already at those standards.

A third group also seeks to take advantage of the low acquisition cost of an older aircraft... Some charter operators have been taking advantage of price declines for older jets. Although the acquisition savings may be offset somewhat by higher operating costs, it still makes economic sense to them to follow this route. In many cases they can charge the same hourly rate for an older aircraft as for a newer one, especially if the cosmetics are good.

The Lending Myth

When used aircraft prices started falling in 2008, many aircraft lenders restricted the types of aircraft that they were willing to finance. Buyers of older aircraft aged 15-years-plus



found limited choices for finance as many lenders refused to underwrite those jets. This put additional downward pressure on these models.

It's a myth, however, that aircraft lenders won't loan on an older aircraft. Companies such as Aircraft Finance Corporation (as an example) specialize in older aircraft. While no age restriction is placed, there is a preference to loan on aircraft with fewer than 10,000-12,000 airframe hours though.

Closing Thoughts

Hopefully the above discussion illustrates that an older aircraft that might have become obsolescent in the opinion of some is not necessarily obsolescent to all. There can be many reasons to purchase, or continue flying an older aircraft. Many factors will determine whether an aircraft can be operated economically or, in fact, has become obsolete.

The ultimate decision maker is you. You decide if your aircraft is still providing the required level of service and reliability and if, in some cases, it is worth it to you to invest an unrecoverable sum of money in that aircraft.

Next month, we'll focus specifically on the buying segment for older aircraft and consider what the buyer of an older aircraft should consider to ensure they walk away from the deal smiling... Stay tuned!

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aucuses date back to the nineteenth century; however, they were originally meetings of party leaders and not opened to the public. Prior to 1972, the majority of states chose their delegates in caucuses. After the 1968 presidential election, the McGovern-Fraser Commission created a reform recommendation to make the process more open to the public. To comply with this, the Democratic Party switched to a primary election and soon the Republican Party followed suit. Now the majority of states use a primary election and only a handful of states still rely solely on a caucus.

CAUCUS VS. PRIMARY There are

definitely differences between a caucus and a primary, though both have the same end goals. While a caucus is made up of local gatherings, a "primary is a statewide voting process in which voters cast secret ballots for their preferred candidates."

Gathering at high schools, town halls, and living rooms to discuss issues and candidates also separates caucuses and primaries. Though any voter can participate in a caucus, less eligible voters will take part due to the amount of time needed to commit. Iowa is a major exception of this due



to the fact that it's the kick-off event, and many political analysts see an importance of winning the Iowa caucus, as it can be a turning point for many candidates. Since a caucus has fewer participants than a primary typically does, this is highly beneficial for candidates as they can be more influential. A caucus also allows voters to interact with candidates to discuss key issues.

People will then address the group and talk about each candidate, trying to sway people to the candidate they support. Depending on party rules for a particular state, the delegates will attend county and/or state conventions before going to the national convention.

A primary serves as a preliminary step in the process of selecting candidates to run for each party. After a party's winner is determined, the political parties will officially nominate them at the national convention. The primary allows more citizens to be able to choose the delegates. New Hampshire is the nation's first primary and they attract typically 300,000 voters. The Iowa caucus will typically bring in about 100,000 participates and an informal vote is taken before the process continues to a statewide convention and then the national convention. Both primaries and a caucuses have benefits and downfalls. More people tend to vote during the primary, whereas





more individual and personal interactions with candidates are obtained during the caucus.

WHY IOWN? In 1972, two events changed the course of the Iowa Caucus, the first being a Democratic ruling from the 1968 debacle. From the ruling, a 30-day notice had to be given for caucuses and primaries. In Iowa, there is a four-part system, which includes the caucus, county convention, congressional district conventions, and the state conventions. Due to the long notice period, Iowa had to advertise early.

In conjunction, when the state convention was suppose to be held in June 1972, hotels were already booked in Des Moines which meant the caucuses had to be pushed back into January (which happened to be before New Hampshire's primary). In 1972, nothing changed for candidates because of the date change. However, in 1976, Jimmy Carter's campaign would change that. Since the caucuses in Iowa were first, Carter invested his time there and the outcome of his win gained attention.

Seeing the results, the effects began to snowball and throughout the years, when candidates heavily campaigned in Iowa, there was a significant difference to a candidate's acceptance.

David Redlawsk, Political Science Professor at Rutgers University, stated to the *Washington Post* in 2012 why Iowa has maintained it's spot being the first caucus:

"lowa's two parties realized very early on that this was advantageous, so they agreed to hold their caucuses on the same day. And then they wrote into Iowa law that the caucuses must be the first event. New Hampshire's laws say they have to be the first primary, which is what lets Iowa stay in front."

Though many will argue if Iowa is a fair representation of our nation as the outcome of the Iowa Caucuses play a major role in the outcome of the presidential race. Depending on who wins over the people in Iowa, this tends to influence the rest of the country's views and judgments of candidates and their campaigns. As Iowa is mostly rural, can it be considered to represent a diverse cross-section of America? Not exactly, but what the Iowa caucus does is identify the losers. Most candidates who finish lower than third in Iowa typically do not make the nominations. John McCain is an exception to that as he was ranked fourth in Iowa and won in New Hampshire.

AVIATION'S ROLE IN IOWA'S CAUCUSES According to the Iowa DOT Office

of Aviation, "As media coverage has grown and candidates scramble throughout the state campaigning for voter approval, airports in Iowa have played an increasing role throughout the years in supporting the fast and secure movement of presidents, presidential candidates, media, and campaign supporters." Many candidates have extensively used business aviation as a means of transportation to help their movement around the state during the Iowa Caucuses. Not only is the business aviation sector helping move candidates across the state, commercial airports throughout Iowa were relied on extensively to transport other candidates, campaign workers and the media throughout the campaign. "The Des Moines International Airport was particularly busy leading up to and immediately following the Iowa Caucus."

ACRICULTURAL INFLUENCE

The Iowa Caucuses have been influential on our nation's agricultural impact. The major issue in 2015 is the RFS mandate of 10% ethanol in gasoline. Roughly half of Iowa's corn production goes into ethanol and farmers earn \$5 billion annually from the program. According to the National Review, the "mandate drives up cost of both gasoline and food," while reducing U.S. food exports. The issue whether or not the RFS is environmentally and economically friendly seems to be a key issue for this year's Iowa Caucuses. Iowa has influenced American agriculture and nothing has changed this year. According to Bruce Rastetter of The Des Moines Register, before the Iowa Caucuses, "these nine presidential candidates sat down and answered questions that are vital to the future of agriculture and integral to the U.S. economy, including thoughts on: trade with China and Cuba; the future of the nation's successful homegrown biofuels industry; an immigration policy that supports an industry dependent on a legal immigrant work force; GMOs and the increasing attacks on technology and research; and how we revitalize rural America to close the ever-widening urban-rural divide in our country."

"The Des Moines utility wants the drainage districts [in north Iowa], and indirectly farmers, to meet the same federal water quality standards that manufacturers, cities and businesses are required to meet. Farm runoff is now exempted from federal clean water requirements," states Donnelle Eller also from *The Des Moines Register*, "Hotbutton issues such as clean power, water quality regulations and renewable fuels are expected to get a bigger stage in the 2016 Iowa Caucuses."

that the Iowa Caucuses brings to Iowa can have a great effect. Greg Edwards, president and CEO of the Greater Des Moines Convention and Visitors Bureau, estimated that the "the 2012 Caucuses (single party) brought 1,500 media and \$17 million in visitor spending as economic impact to Greater Des Moines," while "the 2008 Iowa Caucuses (dual party) brought 2,500 media and \$25 million in visitor spending as economic impact to Greater Des Moines." The number comes from "calculating hotel room stays, candidate and staff visits, political tourist estimates and incremental income."

This year, Iowa has created a Caucus Consortium in efforts to highlight Iowa's first in the nation caucus status. They will showcase the state and the region by giving a positive experience to all who participate in the caucuses. On their website, **IowaCaucus.org**, they feature caucus highlights, Des Moines and statewide events, candidate trackers, hotel information, and restaurants. If you can't get enough about the Iowa Caucus, you can find information at IowaCaucus. org or download their Iowa Caucuses App.







magine getting in your car in Chicago and arriving in Minneapolis just 2 hours later with no traffic hassles and no radar detector needed. Impossible? Maybe not for long. Soon, you may be able to simply hop in your luxury hybrid car, enter your destination into the computer, and then sit back and relax as the car sprouts propellers, lifts you gently into the air, and carries you effortlessly over the earth at up to 200 miles per hour.

This is the reality that Terrafugia envisions with its TF-X. Currently in early development, this aspirational vehicle is estimated to enter production in the next 8-12 years. Skeptical? You have good reason to be. After all, we've been imagining future full flying cars for a century now, and they still seem a distant dream as we sit powerlessly in bumper-to-bumper rush hour traffic.

Previous Flying Cars THE CURTISS AUTOPLANE

The first flying car attempt to get off the ground seems to have been the Curtiss Autoplane, introduced in 1917 by Glenn Curtiss. Like his contemporaries, the Wright Brothers, Curtiss was very interested in bicycles as a child, and as a young adult, he made a business of designing, building and selling bicycles. His fascination with speed led him to start attaching motors, converting the bicycles into motorcycles.

Just months after reaching a speed of 136 mph on the world's first V-8 motorcycle and being declared the "fastest man on earth," Curtiss made his first airborne journey in 1908 in a Tomas Baldwin dirigible equipped with one of his lightweight motorcycle engines. The same year, he joined Alexander Graham Bell's Aerial Experiment Association, catalyzing his enthusiasm for human flight.

Curtiss unveiled his Model 11 Autoplane at the 1917 New York Pan-American Aeronautical Exposition. Unlike other aircraft of the time, the Autoplane featured a fully enclosed and heated body capable of comfortably accommodating two passengers, seated behind the pilot. The craft's wings were removable, and it could be driven on roadways using power from the propeller. The Autoplane is said to have been capable of only "short hops," so it's questionable whether it ever actually "flew." The advent of World War I just two short months after the expo brought an end to the development process.

THE TAYLOR AEROCAR

The Taylor Aerocar, developed in 1949 by inventor and aeronautical engineer Moulton Taylor, is the only vehicle ever to be certified as an airplane that could also drive on highways and has been sold and delivered to consumers. The Aerocar features two side-by-side seats and wings that can be folded behind the body and towed like a trailer on the road. Only six were ever built; however, most of these are still in existence, and at least one is reported to still be in good flying condition.



THE WATERMAN AEROBILE

The 1957 Waterman Aerobile (an improvement on his award-winning 1934 Arrowplane) is the only other flying car to be certified by the CAA (Civil Aeronautics Authority, now the FAA) as an aircraft. It incorporated a one-piece removable wing and a propeller in the back. Unfortunately, Waldo Waterman was unable to market his invention, and none were ever sold. His prototype is currently in the collection of the Smithsonian National Air and Space Museum.

THEN COMES TERRAFUGIA

Terrafugia's vision is to bring about a revolution in personal transportation, creating a new level of safety, convenience, and personal freedom. The company has two models currently in development, the Transition and the TF-X.

THE TRANSITION

The Terrafugia Transition has the look of an airplane in flying mode, but its wings are foldable for road use and garage storage. While its predecessors required a certain amount of manual labor to shift between aircraft and car functionality, Terrafugia boasts, "Converting from car to plane mode in

the Transition is as simple as putting down the top on a [convertible] and is done without leaving the cockpit... shifting from propeller power to rear wheel drive is as simple as putting it in reverse."

Part automobile and part airplane, the Transition incorporates a steering wheel and brake pedal for driving as well as a stick and rudder pedals for flight. 2-person seating, entry, and exit are just as you would expect in a car, and it includes a cargo area. The vehicle runs on unleaded gasoline both on the road and in flight. The Transition has a takeoff roll of 1700 feet over a 50-foot obstacle, however, so you will need a landing strip to convert between driving and flight modes. It also comes complete with full parachute.

Video footage on the company's website appears to show prototypes that are easy to operate and that convert smoothly and easily. The first-generation Transition prototype made its first successful flight in 2009, and the second generation began flight testing in 2012. Terrafugia is currently perfecting a conforming prototype.

If the Transition sounds like your kind of ride, you can put down a deposit to get your name in the production queue and be among the world's first owners, but final pricing and delivery dates remain uncertain at this time. Current price projections range from \$279,000 to \$400,000.

THE TF-X

The Transition, albeit a great leap in personal transportation, is not the height of Terrafugia's aspiration. The company describes the Transition as "proof of process" for its longer-term vision, which is embodied in the TF-X.

One of the great advantages of the TF-X is that it is a VTOL (vertical takeoff and landing) vehicle – essentially, more like a helicopter than an airplane in that it doesn't need a runway. While you'll have to drive your Transition to the nearest airstrip to take off, you'll be able to simply back the TF-X out of your driveway, drive it into a clearing that's at least 100 feet in diameter, enter your destination, and off you'll go.

The TF-X will also more closely mimic the comfort and familiarity of a luxury car. The TF-X is designed to comfortably seat 4. It utilizes car-like controls and a hybrid engine, and it will much easier to learn to operate than traditional aircraft. With the TF-X's VTOL capability, a 500-mile range, and a top speed of 200 miles per hour, you'll be able to conveniently, quickly, and comfortably travel to places that used to require several hours in the car, a trip to the airport, or both. Safety features include the ability to automatically avoid other air traffic, bad weather, and restricted airspace as well as notify authorities and implement emergency landing procedures if necessary. Terrafugia claims that flying in the TF-X should be safer than driving a car.

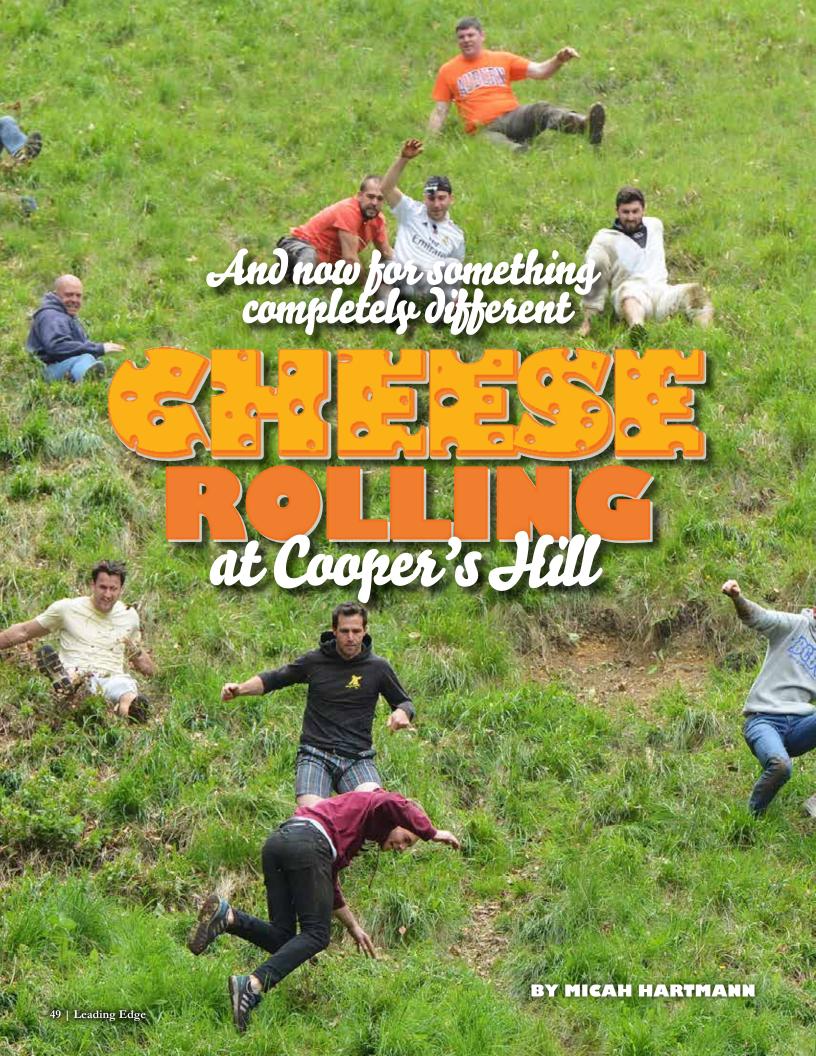
The TF-X, unfortunately, is not yet available for order. Terrafugia estimates production will begin within the next 8-10 years. If you simply must have one as soon as they become available, then you'll have to get on the wait list for the Transition. The company advises that, "The Transition will be delivered long before the TF-X is ready, and as loyal Terrafugia customers, Transition buyers will be given the option to purchase TF-X vehicles before the rest of the public." Terrafugia also explains that feedback from Transition owners will help them in the crafting of the TF-X; so, this could be the best way to get the flying car you've always wanted and be among the first to command this revolutionary technology.

Is the world ready for flying cars? Perhaps not quite yet. Certainly, advancements in infrastructure will be necessary to support widespread use of such vehicles; developing the technology is only the beginning. Terrafugia reports that it is currently working with industry, academic, and government representatives to develop and certify the technologies necessary to support this nascent industry. Although it may still be some time before the sky replaces the freeway in they typical morning commute, a lucky few may soon have the privilege of experiencing the comfort and convenience of traveling in their own flying luxury cars.











"One to be **ready**. Two to be **steady**. Three to **prepare**. And four to **be off!**"

he master of ceremonies, dressed in a white cheesemaker coat and top hat, makes the announcement that sends competitors hurtling down Cooper's Hill at death-defying speeds, chasing after a 7-9 lb. wheel of cheese. Once the descent down the 200-meter (656-foot) course begins, there's no going back, though most of the participants undoubtedly regret taking that first leap as they begin their wild plummet. Running, rolling, bouncing, and flipping through the air are often unavoidable, as are injuries like bruises, black eyes, cuts, scrapes, and broken bones. One must ask, is it worth it? To the hundreds of participants willing to throw themselves down a 1:2 gradient hill (that's a foot of descent for every two feet you step forward)...apparently it is.

"It was brilliant and I just love the feeling of getting hit hard. Love it. And I've got the cheese to prove it," said Ryan Fairley, 2013 cheese winner. "No one's going to stop us doing it no matter what. I'm a Brockworth lad and I'm winning it, and I'm not going to stop now."

Can this be real? It can, and it is. One of the world's stupidest competitions takes place every summer on Cooper's Hill in Brockworth (a small village in Gloucestershire county), England, on the UK's Spring Bank Holiday. The last Monday of the month is a day off of work and school for children and adults, giving thousands of locals the opportunity to attend the infamous cheese-rolling event.

The History of Gloucestershire Cheese Rolling

No one knows for sure when the first cheeserolling event took place on Cooper's Hill or why it started, but it is believed to date back to the early 1800s or earlier. It wasn't until 1991, however, that Cheese Rolling at Cooper's Hill became an official event. In 2009, a whopping 15,000 spectators attended, flooding the space that reasonably holds only 5,000. Amid concerns over the previous year's unmanageable crowds and chaotic traffic jams, the 2010 official event was cancelled. In 2011, to bring back the beloved tradition while enhancing safety, organizers attempted to transform the event into a two-day festival and charge 20 British pounds per ticket to limit crowds. The people of Brockworth revolted against the proposition. After suffering verbal harassment and threats of violence, organizers reluctantly decided against expanding the event and charging admission.

Richard Jefferies, spokesman for the Cheese Rolling Committee, said, "People have been spat at in the street, received verbal abuse in shops and at school gates, and there has even been talk of bricks through windows and houses being burned down." Needless to say, the people of Brockworth are serious about their cheese rolling tradition. "No one's going to stop us doing it," said Helen Thorpe, 2011 cheese winner. "They say it's not official but we are all Brockworth people, and we're running the cheese today, so it's official. We strongly believe in it."

Cheese rolling lives on as an "unofficial event organized by rebel cheese rollers," now taking place without insurance or on-site medical personnel.

Blessed Are the Cheesemakers

Diana Smart, a local cheesemaker, has been providing the huge wheels of hard, double Gloucester for the cheese-rolling events since 1988. She uses the unpasteurized milk from her own herd of Brown Swiss, Holstein, and Gloucester cows to make the cheese. Her farm is one of only four traditional single Gloucester producers in the world, and she has won several awards for her handmade cheeses.

In 2013, the 86-year old cheesemaker was threatened by three policemen who showed up at her farm and told her to stop donating cheese for the event. They told her she would be wholly responsible and legally liable for any injuries occurring at the next event. To avoid a lawsuit, Mrs. Smart regrettably and angrily pulled out. Event organizers were appalled that the police had intimidated an innocent old





woman. A lightweight foam imitation cheese was rolled down the hill in place of the real deal that year, but in 2014, with her community's strong support, Mrs. Smart decided to flout the authorities and donate her cheese to the event once again to carry on the cherished tradition.

Cheese is Gold in the Morning

Many volunteers are needed to prepare the hill for the big day. They busily remove fences, cut back and flatten undergrowth, and sweep the hill clear of rocks and debris. The cheeses are in hand, and a wall of straw bales is set up to act as a crash barrier at the bottom of the hill for participants and cheese wheels alike. These 8-lb. hunks of cheese have, understandably, caused injuries in the past. As it makes its way down the hill, the cheese often reaches speeds of 60-70 miles per hour, enough to knock out or seriously injure anyone in its path.

Crowds gather Monday morning as people begin working their way along the hill to claim a good seat for the show. While some entrants seem strangely enthusiastic about their imminent descent, others gaze anxiously down the hill, apparently regretting their decision and contemplating whether the shame of dropping out would be worse than the pain they are about to experience.

Cheeks Red

The fearless (or perhaps witless) participants clamber up the steep, concave hill. Some are veterans of the race who have participated several times before; others have traveled thousands of miles to set eyes on the monstrous hill for the first time. Colorado native, Kenny Rackers, traveled over 4,000 miles in 2013 especially to be a part of this time-honored tradition. He said participating in the cheese-rolling event was on his bucket list, and the newcomer ended up winning his race.

The racing procedure is simple. Once the master of ceremonies releases the cheese and gives the goahead, a pack of twenty, aligned at the precipice, begin their descent. They start off running, quickly gaining momentum. Staying on one's feet usually lasts only a few seconds. Next comes tripping on the uneven, steep ground, and then falling and bouncing violently down the hill in the attempt to catch up to the cheese before one's rivals.

Several races take place throughout the day. Volunteers known as "catchers" line the bottom of the hill to help the careening cheese chasers slow down and stop. The

unfortunate participants that the catchers miss may come to a more abrupt and painful end to their journey as they roll down the hill like barrels and crash into the wall of straw bales.

After Cheese Comes Nothing

You would think that completing such a dangerous quest must yield a princely reward, but it does not. The first place winner gets to take home the cheese wheel captured in the race, and the second place winner receives 10 pounds cash. Everyone else returns home with nothing but the scars to prove their valor. Surprisingly, no one has ever died as a result of the decision to participate in the event (at least to public knowledge). Most participants get away with only a few cuts and bruises; some leave with concussions and dislocations; and a few end the race with broken bones and are carried away on stretchers.

Attend Entirely at Your Own Risk

If all goes according to plan, the next ("unofficial") Gloucestershire cheese-rolling event will take place on Monday, May 30, 2016 at 12:00 PM, and it will be free of charge. There likely will be no police or ambulance cover at the event. Parking will be terrible, and you may have to walk a few miles on foot to get there. Police will presumably block off all roads surrounding the hill to dissuade people from attending.

The landowner of Cooper's Hill posts "WARNING" signs for spectators:

Cheese rolling is a dangerous activity for both participants and spectators. The cheese roll is not managed. You are strongly advised not to attend. It is especially unsuitable for children. You attend entirely at your own risk.

Should you choose to ignore this warning, which we highly discourage you from doing, you should also know that it is free to participate in the races. You need only register the day of the event, climb up to the top of Cooper's Hill, and mentally prepare yourself for one heck of a ride.

We don't recommend that you go. But if you do, there's a slight possibility that we'll see you there.



New Directions for Ducati

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2007 Lear 45XR - S/N: 45-331 - \$4,495,000 Aircell ATG 5000 Equipped, Enrolled on MSP



1998 Beechjet 400A - S/N: RK-179 - Call for Price 4,275 Hours TTAF, 573/573 SMOH



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2006 Citation XLS - S/N: 560-5623 - \$4,650,000 623/623 SHSI, 2013 Carpet and Seats



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