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Serving the Worldwide Helicopter Industry

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Ed Dolanski  
Aviall



Eric Erickson  
Donaldson



Guillaume Faury  
Airbus Helicopters



John Frasca  
Frasca

## 2014 Annual Reports Dubai Airshow Wrap



Dave Marone  
BLR Aerospace



Tom Mephram  
UTC Aerospace Systems



Brad Pedersen  
Breeze-Eastern



Tim Rayl  
Cobham



Jim Sensale  
AIS



Martin Stucki  
Marenco Swisshelicopter



Gary Tenison  
Kaman Aerospace

## ROTORCRAFT OUTLOOK PANEL





“2014 will bring the first flight of our new helicopter. Our success is already high, so our expectation is also very high.”

– **Martin Stucki, CEO of Marenco Swisshelicopter**



“For 2013, we were running flat-out at our full capacity. And I would think in 2014 we’re forecasting that same level – maybe not growing, but operating at the same level.”

– **John Frasca, president and CEO of Frasca International**

since 75 percent of it consists of providing helicopters, pilots and related air medical transport services to hospital systems around the country. In addition, a sizable portion of Metro’s helicopter completion operation builds medical interiors for medevac operators. This combination has Stanberry wondering if his business will take a hit.

“A lot of our hospital clients are very guarded on exactly how reimbursements are going to be effected by [ObamaCare],” said Stanberry, who added that 115 of his company-owned aircraft are contracted out for medical transport. He called the subject “scary,” since any decrease in income to the hospitals Metro contracts to could result in less revenue for the company.

Tim Rayl is the director of sales and marketing for Cobham Aerospace Communications, whose customers are generally in the civil and para-civil aviation segment. And even though he feels that sequestration had a “much

more direct hit on the market” than changes to healthcare will, his outlook remains optimistic where both issues were concerned.

“We see the market as stable, but not a lot of growth in the near term, and a return to growth in the longer term,” said Rayl. “We have very good access to a really wide range of technology across our [Cobham family of] businesses... and that is helping us to fair well in a slowly recovering market.”



“There is an ever-widening gap between the incremental cost and incremental capability of new production helicopters, so cost containment is an ongoing challenge for the rotorcraft industry as a whole.”

– **Dave Marone, vice president of sales and marketing for BLR Aerospace**

FreeFlight Systems of Waco, Texas designs satellite guidance and navigation gear, including ADS-B systems. President and CEO Tim Taylor is paying attention to healthcare-driven factors, but is not making any predictions about its effects.

“We are nowhere near smart enough to know if [ObamaCare] is going to have an impact on us,” Taylor chuckled.

Instead, Taylor’s concern for 2014 lies with cutbacks in government staffing, saying, “One worries that the FAA will become stretched if they can’t resource properly. During the (October 1, 2013) shutdown, we submitted an STC, and we had to just drop it into an empty letter box because there was no one there.”

Taylor’s concerns refer to “sequestration,” a set of spending cuts implemented on March 1, 2013, when Congress failed to reach an agreement on more moderate measures to trim the U.S. government’s budget. The results were massive cancellations of contracts and reductions in the government’s workforce, including a reported \$637-million decrease to FAA’s \$15 billion fiscal 2013 budget, much of which still remains in place.

The fallout of sequestration is a major factor to a multitude of aviation companies that serve as contractors and suppliers to the federal government, or, as is the case with manufacturers of aircraft systems, need timely certification services from the FAA.

Eric Erickson, general manager



“Lighter-weight materials, more aerodynamic designs and ever-challenging mission requirements are all areas where companies like [us] have to really be looking forward in order to compete.”

**– Brad Pedersen, president and CEO of Breeze-Eastern**

Over at Honeywell, the avionics giant headquartered in Morristown, N.J., Tom Hart, vice president of defense and space sales, predicts the helicopter industry will be looking for a few specifics in avionics in the new year.

“What Honeywell sees for 2014 in the helicopter industry is a continuing trend. Operators are going to continue to want increased connectivity in their aircraft, as well as enhanced safety systems and efficient operations,” explained Hart. “We’re looking at connected aircraft, safety systems, and efficiency. And we’re positioning our products on those three areas.”

John Frasca, president and CEO of Frasca International, doesn’t foresee a lot of changes to his Urbana, Ill.-based business. As a manufacturer of flight simulators, the periodic rises in the cost of aviation fuel frequently drives the demand for training outside of a real aircraft.

“For 2013, we were running flat-out at our full capacity,” reported Frasca, whose simulation products are split evenly between rotorcraft and fixed-wing trainers. “And I would think in 2014 we’re forecasting that same level – maybe not growing, but operating at the same level.”

Jim Sensale heads Aviation Instrument Services, located in Miami, Fla. He believes that careful, in-house fiscal planning remains the best way to succeed in 2014.

“In today’s unpredictable economy, most companies must keep

a close eye on cash flow and remain cautious with expenditures,” said Sensale. “In our fluctuating business environment, companies must adapt and utilize their resources in smart and strategic manners.”

Dave Marone is the vice president of sales and marketing for BLR Aerospace of Everett, Wash. He sees 2014 from a very wide perspective.

“There is an ever-widening gap between the incremental cost and incremental capability of new production helicopters, so cost containment is an ongoing challenge for the rotorcraft industry as a whole,” said Marone. “For some niche market operators, the cost of new aircraft simply may not be viable and, unfortunately, we will see some of the least-lucrative missions go the way of the dinosaurs. With so many factors impacting their profitability,” he continued, “operators are looking for

every competitive advantage. And performance enhancements are an effective way to increase productivity when a new aircraft is not an option.”

Ed Dolanski, president and CEO of Aviall, a leading distributor of new aviation parts and fluids, also sees older fleets as a key factor in the rotorcraft industry’s future.

“The replacement of legacy aircraft and the trend in Europe to fly only multi-engine rotorcraft in metropolitan areas are points of interest that will impact our company,” Dolanski explained. “There are a lot of great things on the horizon for many of our helicopter OEMs, such as Bell, MD, Enstrom and Robinson.”

President and CEO John Bent runs DeVore Aviation Corp. of America, the Albuquerque, N.M.-based aircraft lighting manufacturer. His staff of 42 people build lighting systems for all segments of the worldwide rotorcraft community.

“I think we’ll see some continued moderate growth. I don’t see anything to change [that], short of a major conflict, or something going on in the economic end of things,” said Bent. “There’s still just a lot of uncertainty out there, I think, in all aspects of the world economy. Probably the tough end of the rotorcraft business will be law enforcement, since tight budgets are going to continue.”

Along with the new year and all of its uncertainties will come a brand new helicopter, the Skye SH09. Martin Stucki is the CEO of Marengo Swisshelicopter, an



“We have two facilities coming online the first quarter of 2014. ... And then we have two facilities we’re counting on to increase our competitiveness.”

**– Gary Tenison, group vice president for business development at Kaman Aerospace**



# Frasca International

*Flight simulation for a complete range of helicopter devices*

The use of flight simulators in helicopter training is booming. As helicopter pilot training trends toward utilizing flight simulators more frequently, Frasca continues to develop new simulation technology and training scenarios designed to enhance realism. Simulation in helicopter training is growing with prospects in oil and gas, emergency medical, parapublic, military, and transportation. To meet a wide range of requirements and budgets, Frasca builds a complete range of helicopter devices. From entry level fixed-based Flight Training Devices (FTDs) for Levels (4-7), to Full Flight Simulators (FFSs) Levels B to D.

Frasca's extensive experience allows them to offer the device to meet each customer's specific needs. Simulators can also be customized for specialized mission training requirements. Frasca has recently delivered FTDs and FFSs for the Eurocopter EC135, EC155 and AS332, Bell 429, Bell 407 and Sikorsky S-76 for

customers including the German Police, Bell Training Academy and Bristow Helicopters. Quality and cost effectiveness in manufacturing is illustrated by several orders Frasca has received from other simulator manufacturers for FTDs, cockpits, and components.

Frasca has been building flight simulators for over 50 years and remains on the leading edge of technology and development in rotorcraft simulation. Frasca's flight test experience has vastly improved their capability to deliver very accurate aerodynamic and systems modeling, including settling with power, loss of tail rotor effectiveness, and very advanced four-axis AFCS systems. Simulation technology is always improving and some areas that Frasca is working on include increased visual fidelity and visual system features. Frasca's TruVision™ Global visual system and display systems feature visual graphics to develop the cues and fidelity required for mission-specific task train-

ing. Features include dual-channel IR projectors for actual NVG stimulation, moving vegetation, and deck landings with accurate ship models that pitch, roll, and heave and query wave height in real time. For added realism in motion simulation, several types of vibration platforms are offered depending on the certification level required. These technologies maximize the value of Frasca devices and provide increased transfer of training.

Working closely with customers to meet their unique requirements, Frasca also provides upgrades and modifications of existing equipment as training needs evolve. The future demand of simulator training is looking up with new technology and training requirements. Quality simulation products, along with a well-conceived curriculum, will result in both reduced training costs and accident rates while freeing up valuable aircraft time. All of this leads to better-trained pilots – and that is Frasca International's driving vision.



# FRASCA

FLIGHT SIMULATION



Looking for **Reliable Helicopter Simulation?**

Frasca builds qualified Flight Training Devices and Full Flight Simulators for helicopter training organizations worldwide. Any aircraft. Your specifications. Whatever your training requirements, Frasca can deliver.

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