

July 2014 – June 2015

## Board of Directors

Stephen S. Hiller, Chairman  
President Toyota 101

Robert MacLean, Vice Chairman  
President, Pilatus Owners Association

Mary Griffin, Secretary, Former County Supervisor

Vicky Benzing, Aerobatic Pilot

Mark Jon Bluth VP Operations, NetApp

Norm DeWitt, President,  
Unlimited Aerobatics USA, retired

Donald M. Eaton, Argus Financial

Rick Ellinger, Entrepreneur

Skip Fleshman, Partner,  
Asset Management Ventures

Alexa Frisbie, Founder, Workshop Education

Richard Gostyla, Former Partner, Spencer Stuart

Phil Hazelrig, Project Director, NASA-Ames

Sabera Kazi, Ph.D., Sr. Principal Engineer/Scientist,  
General Dynamics

Bob Lundy, President & CEO, Glimmerglass

Chris Malachowsky, Cofounder, Fellow, SVP, NVIDIA

Timothy Ng, Corporate Strategy Consultant

Dan Peter, VP, Northern Trust Bank

Darren Pleasance, VPGoogle Sales

Hank Scherf, Financial Planner

David P. Sutton, Aircraft Acquisitions/Sales,  
Fed Ex

Michael P. Wippler, Attorney,  
Dykema Gossett LLP

Mariya Anderson, The Bridge School, Angel Flight West

Bram Bout, Director Global Education Sales, Google

Seth Schalet, CEO Prevent Blindness Northern CA

Alexis Zheng, Sr. Dir. Product Operations, LinkedIn

## Staff

Lanie Agulay – Private Events Manager

Jeffery Bass - President and CEO

Duncan Chadwick – Director of Merchandise & Retail Operations

Katherine Garcia – Development Associate/Membership Manager

Yvonne Lau – Events Assistant

Katie McGee – Registrar & Program Specialist

Joann McKee – Receptionist

Jen Roger – Volunteer Coordinator

Willie Turner - Vice President of Operations & Communications

Jon Welte – Education Programs Manager

Lauren Weston – Vice President of Development

Lindsay Lutman – Visitor Experience Manager

Gift Shop Staff

Ingeborg Bitter, Linda Deehan, Cody Powell-McClintock

Education Staff and Program Presenters

Jeanelle Agcaoili, Adrian Casillas, Zoltan Chien-Szegedy, Evan Detering,  
Aubyn Eli, Linh Fanger, Sara Farney, Nichelle Garcia, Thomas Heinz,  
Garrett Jee, Mark Kudryavtsev, Lindsay Lutman, Patricia Pahati,  
Stephanie Pan, Carin Powell, Brian Reeves, Jake Stone, Tina Marie To,  
Michelle Tripp, Nora Wijmans, Emily Ye



HILLER  
AVIATION  
MUSEUM

## Our Mission

We use aviation as a gateway for people to embrace adventure and innovation while using tools of science to explore how the physical world works and how the dream of flight is made into reality.

## Highlights of the Past Year

The 2014-2015 fiscal year was devoted to exhibit development, school field trips, public events and programs that provided museum visitors from the Bay Area with inspiring and educational aviation and STEM experiences. New exhibits were introduced including Storm Making, Weather Gallery and Aviation Careers plus the Redbird FMX full-motion flight simulator. During twelve months, 102,551 people visited the museum. About 30,000 visitors, mostly youth, participated in over 3,000 hands-on programs. We delivered 847 museum tours and science programs to 10,813 school children and their adult leaders from 230 different Bay Area schools. Approximately 10% of these visitors were from low-income classrooms who attended free or at reduced cost.

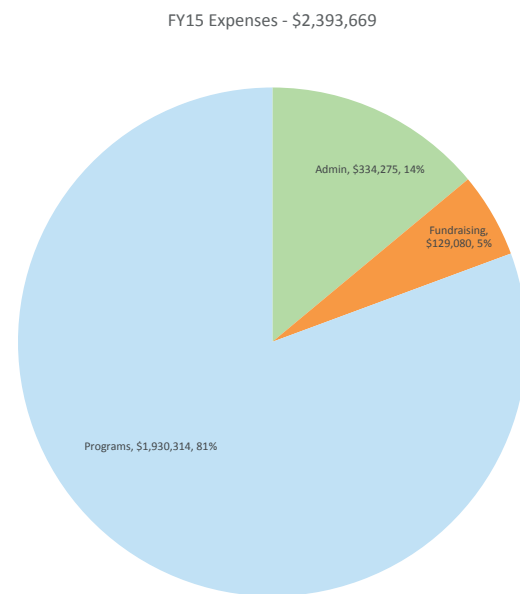
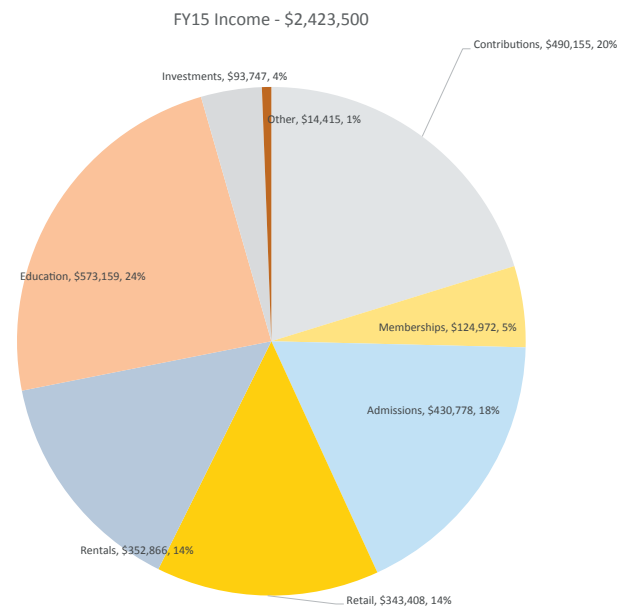
Over 900 Boy Scouts and Girl Scouts participated in 40 badge workshops. Summer camp was attended by 1,345 children over twelve weeks. The Flight Sim Zone was used by 14,218 visitors, including 6,240 public users on weekends who received at least 30-minutes of simulated flight time with a pilot instructor. Eight installments were presented of our popular early-childhood reading program, Soar with Books. The museum's portable Star Lab planetarium was used to present 46 programs to 777 youth. Brand new weekend events devoted to innovation and invention delivered associated programs to 614 children, including 244 participants

**Highlights (continued)**

in our annual Aero Design Challenge. Over 90 programs were delivered afterschool and offsite to elementary and middle schools as well as San Mateo County Libraries for 1,620 students.

Special Events included the San Carlos Week of the Family, Home School Mondays, Disney Planes, Kid's Air Faire, Model Trains, Open Cockpit Days, Kid's Summer Bash, Seaplane Adventure, Autogiro Day, Smithsonian Magazine Day, Oktoberfest, Halloween Hangar Haunt, Bay Area X Planes, Aero Design Challenge, DaSH Human Powered Airplane, Santa Arrives by Helicopter, Scout Saturdays, Easter Bunny Arrives by Helicopter, Flying Leprechaun, Air Force Jet Aces Symposium, Dream Rocket Art Exhibit, San Carlos Airport Day, Hops and Props Beer Fest, Inventors Workshop, EAA Ford Tri-Motor Tour, Biggest Little Airshow, California Aircraft Expo, Engineers Week, Lincoln Beachey Day, Rocket Workshop, Happy Birds, John Collins Perfect Paper Airplane Days, Raptor Wings, San Mateo County Bookmobile plus numerous lecture events featuring expert aviators. Fundraising events included "Unlimited Horizons" 10th Annual Benefit Gala, 7th Annual Invitational Golf Tournament and Intrepid Pioneer Award Luncheon.

**Total Net Assets: \$14,078,505**



**Income**

Contributions	\$490,155
Memberships	\$124,972
Admissions	\$430,778
Retail	\$343,408
Rentals	\$352,866
Education	\$573,159
Investments	\$93,747
Miscellaneous	\$14,415
<b>Subtotal Income</b>	<b>\$2,423,500</b>

**Expenses**

Admin	\$334,275
Fundraising	\$129,080
Retail	\$322,218
Museum	\$200,300
Rentals	\$157,459
Visitor Experience	\$1,250,337
<b>Subtotal Expenses</b>	<b>\$2,393,669</b>

**Our Vision for Growth**

The Hiller Aviation Museum's plans for the future center around improving the visitor experience within the museum's current physical footprint, a multi-year project that is already underway with successful progress to date. The project's goal is to deliver an exciting and educational experience for visitors by developing immersive exhibits, designing interactive program experiences that complement the museum's aircraft collection, and implementing upgrades to the facility's physical plant that create new program spaces along with an improved entry sequence. The result is an inspiring museum product that aligns with the museum's educational mission and produces the highest level of satisfaction in our visitors and stakeholders.

The project's many elements include the creation of new, hands-on exhibits, program areas and mini-galleries devoted to aviation history, science and technology. These include:

**Fantasy Airport**

This new installation and playscape provides young children, ages 1-6 with a place to learn while exploring the workings of a miniature airport. This immersive environment consists of child-friendly reproductions of real airport facilities including a control tower, passenger terminal, maintenance hangar, runway and more. The Fantasy Airport features open-ended exhibits that encourage young children to use their hands, solve puzzles and demonstrate creativity while inspiring their imaginations with the fascinating activities that occur whenever aircraft take to the skies.

**Atrium Extension**

This new construction encloses a portion of the Museum's exterior courtyard, providing an additional 5,000 square feet of multi-purpose space within the museum's existing physical footprint. This enlarged space increases the existing Atrium from 7,800 square feet to 12,800 square feet. The extended Atrium allows the museum to permanently house its "Drone Plex" UAV flight arena, as well as host larger, more varied special events capable of supporting significantly larger numbers of participants. In particular, capacity will nearly double for hosting corporate events involving formal dinners, temporary exhibitions and displays.

**Base Camp**

Located in the museum's main lobby, the Base Camp is a physical installation that improves the visitor entry sequence and provides tools and staff/volunteer assistance to enable visitors to craft their own customized museum experiences, suitable for their own needs and interests. The Base Camp is one element of a network of customer service installations, the organizing principle of which is the idea of an expedition, safari or "flight plan", conveying the museum's overriding theme of adventure and providing means for visitors to plan their visit. Elements of the network include the Base Camp, Exploration Outposts within the exhibit gallery and Museum Backpacks featuring objects, digital tools and artifacts visitors actually carry with them in the museum.

**Air Traffic Control Gallery**

Located in the Observation Nook of the museum's mezzanine, which provides a panoramic view of San Carlos Airport and the approach corridor to SFO's busiest runway, an internet-based subscription to flight tracking services will be used to display air traffic control (ATC) data for the Bay Area in real-time. The ATC-Tracking exhibit utilizes a large multi-screen video wall to display ATC activity directly above the exterior viewing window of the Observation Nook. A kiosk with touchscreen controls allows the user to cycle through different portions of the SFO airspace and to highlight data tags identifying aircraft in flight. The information presented in the video display corresponds to actual aircraft visible from the Observation Nook on final approach to SFO.

**Aircraft and Historical Displays**

The aircraft in the museum's collection are touch-points in a stream of history that draw visitors into the adventurous world of aviation. Every aircraft in the gallery tells a compelling story of the people who built and flew them, the dreams they pursued, the risks they took, their joyous successes and crushing failures. New walk-through "mini-galleries" will feature hundreds of photographs, images and video from the museum's existing collections that illuminate the inspiring stories of aviation pioneers and adventurers. Themes include "Exploits of Aviation Adventurers", "Flying Destinies in California" and "Future Flight".

**Total Projected Cost: \$1.8M**