



**PIPER MEMORIAL AIRPORT
353 PROCTOR STREET
LOCK HAVEN PA 17745**

For Immediate Release:

**LHU Student Improves Flight School's Social Media Presence
For more information, contact Prof. H. Paul Shuch, Chief Flight Instructor
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Lock Haven, PA, 11 December 2013 –AvSport of Lock Haven, the sport aviation flight school on the Piper Memorial Airport, now enjoys an enhanced online presence, thanks to expert assistance from the Small Business Development Center at Lock Haven University. The flight school's newly revamped Facebook page, which already boasts over 100 followers, can now be seen online, at www.Facebook.com/SportFlying.

Last fall, AvSport was one of a handful of small businesses contacted by Paul Caimi at the local university. The school was seeking business development projects in which LHU students could become involved. Their Small Business Development Center helps students to develop realistic knowledge and practical skills needed to think and operate as a successful small business practitioner.

Caimi set up a campus meeting between himself, Tyler Baughman, one of his students, and H. Paul Shuch, the retired physics and engineering professor who founded the local flight school four years ago. The meeting enabled them jointly to flesh out an appropriate collaboration aimed at raising the flight school's visibility through the application of social media.

"Start making posts on Facebook for your audience to see," Baughman advised Shuch. "We recommend that you post three times a week. Your posts should include a picture, a savings coupon, a fact, or an upcoming event. Once you post these, hopefully your followers will like or share the post so others will see it and attract them to the page. People love pictures and that is an easy way for you to put a post together quickly. Just make sure the post looks professional and isn't sloppy."

Although as an engineer he considers himself quite computer savvy, Shuch is quick to admit that he's not a member of the Facebook generation. "Tyler is very adept at communicating with his peers, which are exactly the demographic my flight school seeks to reach," says Shuch. "The result of his efforts and advice is a vibrant, dynamic social media presence for AvSport, one which is already beginning to attract new students to Piper Memorial Airport. I hope the project was equally beneficial to Tyler, as both a student and as a future small business manager."

The Sport Pilot license, in which AvSport specializes, is the newest portal of entry into the world of aviation, allowing prospective pilots to become licensed in half the time, and at half the cost, of the traditional Private Pilot license. Piper Memorial Airport is the ancestral home to the legendary Piper Cub, arguably the world's first sport plane. Modern Light Sport aircraft are simple, low-performance machines which Sport Pilots can operate, recapturing the bygone fly-for-fun Cub era, with increased reliability and improved safety.

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DOWNLOADABLE PHOTO: <http://avsport.org/photos/facility/facebook.jpg>

CAPTION: AvSport of Lock Haven boasts this new Facebook page, at www.Facebook.com/SportFlying, thanks to assistance from the Small Business Development Center at Lock Haven University.