



## **FATA's New Program To Highlight Importance of GA**

The Florida Aviation Trades Association (FATA) has announced its Beyond the Runway -- Why General Aviation Means Business initiative, the association's advocacy program to get information about general aviation (GA) into the community. In a [news release](#) last week, FATA Executive Director Paula Raeburn stated, "There's a gap in information – generally – about how GA affects everyone in a community and more specifically, there are so many misconceptions about GA – what it is and what it does for a community."

Along with information about the industry, including its local and economic impacts, Beyond the Runway will offer presentation guidance materials that will help non-aviation businesses and communities understand the value of the industry. FATA's magazine, "[Florida Aviation Business](#)," highlights the program (see page 8) and how you can be a general aviation advocate to your non-aviation business partners.