How to Successfully Implement a Small-Operator SMS
Oct. 14, 2021

0:00:01.3 Dan Sweet: The title of today's webinar is a little bit misleading. We'll get to that in just a few minutes. I'll I'd like to introduce our panelists first. I'll just move through them really fairly quickly. As always, we have Jim Viola, the president and CEO of HAI. Chris Hill may or may not make it. We kind of expect he won't, actually, thanks to SMS and the airlines. He was... He's in flight, he was supposed to be flying to Houston and would have been arriving by now, but they had an engine problem on his plane, and so happily, they fixed the problem before they put it into the air. From our new SMS program providers, we have Bob Rufli, who was chairman of the board of governors for the Air Charter Safety Foundation. Bob is also the VP and Director of Flight Operations for Pentastar Aviation. We have Jason Starke, who is director of standards for Baldwin Safety and Compliance, and as the Director for Baldwin, Jason is responsible for assuring compliance with the standards, best practices and state regulations. Prior to this, he served as an operations manager for the International Business Aviation Council, IBAC. He joined IBAC from Universal Weather and Aviation where he led efforts to develop an SMS solution, so he knows what he's talking about.

0:01:23.8 Dan Sweet: And from Wyvern Limited, we have Sonnie Bates. He's the CEO.

Sonnie began his aviation career in the US Air Force where he served in various key leadership roles. His experience in business aviation includes chief pilot, manager of safety and Captain on various types of business aircraft. He had guided the development of the pilot training program for the Falcon 7X S7X, working closely with leaders from Dassault, CAE and regulatory agencies in Europe and the US, to deliver the program prior to aircraft certification. Our webinars are interactive, we are always interested in your questions, that's kind of why we like to... Even hold these webinars, it is because we know that you need information. Please use the question module at the bottom of your screen for these set of questions, we do try to pay attention to the chat feature, but we... I give 100% focus to the question module, and so that's the best way to get your questions on the webinar. This recording is being... Or this webinar is being recorded, we will share the recordings with everybody, and we encourage you to share those recordings with others as well. Safety is something that needs to be literally around the world, for aviation, and so you cannot share this enough. We challenge you to go ahead and share it a little bit more.

0:02:47.0 Dan Sweet: And now I'd like to introduce Jim Viola, who's our president and CEO to come on and share his welcome with us. So I'm gonna be showing a video here, of him, in just a second too.

0:03:00.1 Jim Viola: Alright, thanks Dan. Thanks for kicking this off, and I like the way you included live from Vegas, even though we're not related, day and night. And others from around the world. Thanks for joining. We've got over 200 again today. And it's a very important topic, SMS. I did do a little clip that Dan is gonna play here, so I'm gonna let him do that, so we don't have any other challenges as we did today, but we did have a plan B with Chris and Dan, and I do appreciate, Sonnie, Bob, and Jason today as they explain their

program, and as I'll say, you'll see here in the clip, members ask for it, we're gonna give it to you and we wanted to give you options as well, so that's why we paired with these three great companies for SMS. So over to you, Dan, and then on to these great presentators. So thank you very much.

0:03:48.7 Dan Sweet: Okay, I'm not gonna bring my screen back up, hopefully the people can see the video screen there, and so let's go ahead and get started with this.

0:03:57.9 Jim Viola: Hi, I'm Jim Viola, President and CEO of Helicopter Association International. And I have some great news for our operator members. Earlier this year, we conducted a survey of our operator operative members, asking what they felt was the most important service we could offer to our members, the overwhelming top answer was a safety management system solution. You asked for it, and we are pleased to meet your request, we have partnered with three highly respected aviation and safety companies to produce the HAI SMS program. Each of these companies are offering highly capable and scalable software solutions for Safety Management Systems, I'm torn, there are two exciting elements that each make this a great deal, and I'm having a hard time deciding which is better. I'll tell you what, I'll let you decide. On one hand, these software solutions mean that you don't have to build your own program from the ground up, our partners have made sure that their programs are ready for you to adapt adopt to your specific situations and than just keep using the software to build and cultivate your safety culture. Don't get me wrong, you will still need to put in work up of... Creating and implementing an SMS program for your business just became as simple as one, two, three.

0:05:18.1 Jim Viola: The other exciting part of this is the price. Our partners have reduced

their fees to the point that it would be rude not to accept one of their proposals, now these programs are only open to HAI members and only for new subscribers to one of our three partners. What makes this a blockbuster event is that you will save so much money on one of these software solutions, most companies will actually save the cost of their HAI membership. How can you not like a deal that gives you a turn-key SMS solution and helps your bottom line. I've saved the most important news for last, who we have for partners in this program. We evaluated 14 proposals for this program with the plan to pick just one, instead, these three stood out in part because they have a solid reputation for their commitment to aviation safety, and because we wanted you to have a choice that fits your specific requirements. In alphabetical order, these companies are The Air Charter Safety Foundation of Alexandria, Virginia.

0:06:21.6 Jim Viola: Baldwin Safety and Compliance of Hilton Head, South Carolina and Wyvern Limited of Nashua, New Hampshire. We are so proud to work with these incredible organizations, and we are grateful that they wanted to partner with us to enhance safety for the rotorcraft industry. We know that you'll find a perfect fit with one of these companies, and we believe they've just made it a lot easier to manage your safety programs. So where did do you go for more information about these programs, our website shown on the screen has all the information you need. We are pleased and excited to offer this new membership service to you.

0:07:01.2 Jim Viola: Our daily goal at HAI is to keep your rotors turning, and we think this is the perfect way to keep them turning safely, so you asked and we answered. Now, tell us more, I'd love your feedback about this program, write to me at president@rotor.org and share your thoughts with me.

[music]

0:07:32.5 Dan Sweet: Okay, I appreciate Jim's message there. There are a couple of things I'd like to mention. One, Air Charter Safety Foundation is actually located in Washington DC. And secondly, the website for HAI's website for the new program, SMS program is... We will have that link along with all the links for all the partners at the end of the webinar. So let me get my screen back up here in just a second, I will we'll proceed here. I'm working remotely today, so I don't have all my tools that I would normally have available. And there we go. As I started out saying today this... The title of the program is a little bit misleading. The feature of this program on or this webinar today will be the new SMS program, the HAI SMS program. However, we wanted to give information for those of you who are not members, who might wanna try and work through some of their own methods, we do have some resources available. One of the things that people have asked about already in our... In the emailed questions or templates, and we will address that at the solely question and answer session, it's something that is available but might not be the best solution overall.

0:09:01.4 Dan Sweet: We do have courses available, three different ways that you can get courses on how to do an SMS program. First, there's the HAI LEX pro-professional education courses or PECS, we have an understanding and in implementing an effective SMS program with Chris Young, that's a two-day course, they're in March, and so that's a possibility, though that one does have a few with it, we also have two others, during the rotor safety challenge, those occurred during the actual Heli-Expo, professional education courses usually be are received, I guess, at the Expo, the first is safety management systems for small fleet to private operators. Again, that's Chris Young, that's in March... And safety information

sharing, how it impacts and improves SMS programs, and that with [0:09:57.9] ____. You can also find a course online at the HAI educational Academy, and that's a rotor.org/education, and that is the safety manager course for... It's an introductory course. And so that's one way that you might be able to find more information. Now, let's talk about what is that SMS. I'm gonna be working though Chris Hill's notes, he is the program manager for HAI SMS program, and he knows this inside and out, and so I'm gonna go work off of on his notes.

0:10:32.1 Dan Sweet: Obviously, Chris is a better resource and we wish he was here, but we will get this information to you, and so I'm gonna start another poll question real quick if I can. What we'd like to find out is why so many operators have not yet established a formal SMS program, and please just go ahead and give your information to us, and there's no right or wrong answer here, we're just trying to find out what people... Why they might not have put one in to begin with, we'll come back in just about 15 seconds and look at the results, and I realized realize at the bottom, we should have had one but it says you you've already do have one. For those of you who are looking for more information, maybe improving your SMS program. Let's go ahead and wrap things up now, it looks like 11 of you said the no management commitment, it looks like 25 sent has not been mandated by regulatory authority yet, 14% or 14 people people said that it was a too costly, and 10% says decision makers do not recognize return on investment. All of those are obviously valid reasons, and we hope that our new SMS program for small operators will help solve some of those issues.

0:12:02.6 Dan Sweet: SMS is coming. We know that the FAA is looking at it, we know that the NT has been evaluating and recommending this for quite some time, and so if it's not here now, it's gonna be probably on track for most operators in into the future. Chris says like a

runaway train, bearing down the track to destroy you with overly burdensome and expensive requirements. No, not really. Our panel here today is to help dispel this and many myths and misconceptions, bow down the rhetoric, offer some helpful temps and possibly some solutions to the operators who consider... To consider as they seek ways to improve how you manage risk in your daily operations.

0:12:48.1 Dan Sweet: Chris had a really intriguing quote, "We can't control the emergence of threats, but we can make our organizations less vulnerable." Those of us in the rotorcraft industry know that accidents happen. We don't like to discuss it, but accidents happen, and so what can we do to make ourselves less vulnerable? What can we do to reduce the risk that we have an accident that maybe it's the other operator that has the accident instead. And so, obviously, General Stanley McChrystal really had a good idea of what he was talking about here, and it certainly applies to our SMS program.

0:13:35.3 Dan Sweet: Polling question number three. Let's bring up another one. What is the purpose of SMS? Let's see, and you'll see the thought cloud here, there's again, what we think is the right answer, but let's see what everybody thinks here. Okay, I would go ahead stop it, because it looks like the answer is pretty overwhelming for all of the above, and we do believe that... Well, let's go through the list to help risk... To manage risk is certainly a purpose, to prevent accidents and incidents is certainly a purpose and to facilitate effective risk-based decision-making is absolutely a purpose. So very definitely the answer is all of the above, and it looks like almost 90% of you chose that answer, and we do, it does sound like most of you recognize the value in having an SMS program. What is the HAI SMS program? As Jim mentioned, we had 14 proposals submitted to us, we had issued an RFP through Rotor daily and some uBLAS asking for contributions to create a software-based solution for small

operators, and so we got some great responses, and our goal in doing this was a service that enables unprecedented access to premier SMS software tools and support services that can help you comprehensively manage aviation safety risk.

0:15:25.5 Dan Sweet: And so what we ended up with is a partnership between HAI and the industry safety experts focused on helping operators of any size improve safety, efficiency and effectiveness in their operations. And again, we had 14 proposals, from what I'm told, the evaluators, looked at everyone, and every one of the 14 would have been a good solution for us, and we chose the three partners that we did because of their industry reputation... Please, excuse me. We know that these three partners are great, not that the others weren't, but we wanted to offer the cream of the crop, and HAI member operators who enrolled here will get significant savings in both time and money, we know that the smaller operators don't necessarily have the time to implement something, this is a program that's gonna be significantly better than a template or trying to copy somebody else's SMS program. And one of the coolest things that I think it is, is the amount that you can save on these programs actually could exceed the amount of money you would normally spend on an HAI membership. So if you're not an HAI member or you've been thinking about it or you've been previously a member, this might be something you wanna consider, you can actually end up saving enough money to pay for the membership and have a world class SMS software tool and solution.

0:17:00.3 Dan Sweet: So why did we establish it, honestly, because our members asked for it, and that insight tells me something. We know that the SMS is not always sexy, it's perceived to be tough, it's perceived to be expensive, and so you ask us for help with that, and so we deliver the vast majority, I wanna say it was up around 90%. The poll respondence said

that they wanted help with SMS and safety-related projects or safety-related solutions. You asked, we delivered. Here we are today, we are pleased to announce this HAI SMS program. What we're trying to do is our SMS provider network seeks to elevate safety in the rotorcraft industry beyond where it's ever gone before, together we found ways to waive some, if not all of the set-up fees and offer substantially discounted subscription fees for small operators. Medium and large operators, we haven't forgotten about you. You'll also enjoy significant discounts, we're moving into the details of the fees today because it would be not necessarily fair to our providers, but if you're interested, we will give you all the details to find out more. I'd now like to offer our... Each of our providers to give you a brief summary of who they are and the services that they are they're gonna provide...

0:18:27.0 Dan Sweet: Once each of the three companies are finished, we will dive right back into a general discussion and answer all your questions you've got about how any size operator can navigate the challenges of SMS implementation. We'll focus more on the tips to help you start, continue and refine your SMS journey regardless of who you choose. If you would like to help... Like more of our help after this webinar we trust that you'll let us know. And so, I'm gonna stop sharing and I would like to invite... Who do we have upfront? Bob Rufli of the Air Charter Safety Foundation. Bob, welcome to our webinar today. If you can turn your mic on. There we go, I'm gonna duck out of the way and let you make your presentation.

0:19:18.4 Bob Rufli: Alright, well, good. Well, let me just share my screen, and we'll get started. So, you should be seeing my full screen presentation now.

0:19:29.0 Dan Sweet: I do not see it, Bob.

0:19:31.1 Bob Rufli: Wait, I've got one more button to click, there we go.

0:19:36.0 Dan Sweet: There we go, you're up.

0:19:36.2 Bob Rufli: Okay, great. Well, first of all, I wanna thank HAI and Dan and everyone for giving us the opportunity to speak to you a little bit today about SMS. I'll first tell you a little bit about ACSF. We are a non-profit organization, and our real mission is just simply to make an impact in our industry, in the aviation world. And we're doing that by offering various programs, some guidance, and what you'll see a little bit today about... Or I'm gonna talk mostly about is our data-driven tools. The programs and guidance that we offer are industry audit standards, we set some industry Audit Standards many years ago, we keep those up-to-date. They're currently up meet as much as Annex 19 and many of the other government requirements out there. We also are beginning in the early stages on working on flight data monitoring management programs, and our programs are really... We're just there to help you. We just give you some guidance. The other one that is probably our largest program that we do right now is our aviation safety action program or ASAP program. For those of you that aren't familiar, it's an FAA-sponsored program that basically allows pilots to make reports of issues that have happened in the system.

0:21:06.7 Bob Rufli: And as you will hear today, SMS and ASAP are really just designed to improve our system. It's really that simple. Find problems wherever they are, whether it's in your operation, whether it's in the ATC system, wherever that problem is, we wanna identify it and improve it. I shouldn't even say problem, sometimes it's just confusion or various things. And then, we're working on mentoring, our membership is there to reach out and help

others as you grow into this program. So, the data-driven tools that we'll be talking about today are really kind of what we would call basic tools, but they are highly customizable, and that's one of the things you're gonna hear me talk about a lot today is how this SMS needs to be your SMS. You need to make this program fit your organization. One of the things that we learned and our members told us was the early adopters was... SMS really came from the 121 world. And they operate pretty much the same, and general aviation just doesn't do that.

0:22:21.3 Bob Rufli: We're so diverse of companies and operational types, helicopters is a great example of that. You guys do all kinds of different things, even probably more than us fixed-wing operators do. So, that... The ability to customize became very important to us, and then we really took on an attitude of how do we keep it simple? We've gotta keep it simple so that you get participation. I mean, you need your pilots and your employees to participate, and if it's not simple, it's just challenging for them, and we found that they just don't participate a lot. So, this is a comment that we also at ACSF took pretty much to heart. Robert Sumwalt, former NTSB Chairman basically said, It's not that you have an SMS, it's really about, what do you do with an SMS? We can all have one, we can put the procedures together, we can have the software, but if you're not doing anything with it, it's really not making an impact. So, we at ACSF really took that to heart and said, we need to help the industry understand that thing.

0:23:32.3 Bob Rufli: So, when we developed these data-driven tools, we took on some basic criteria, we felt that was important for our industry. Low cost, as was discussed. Customization, again, I can't really express how much we put effort into customizing and keeping it simple. Those two aspects to us were very important. But then in today's world, you've gotta have... The data's gotta be secure, it's gotta be mobile-capable, and again, we

really feel that the aggregate data concept is really something. I mean, we're all understanding that data can tell us a lot of information and we can improve our systems through data analysis. So, aggregate data was an important aspect when we developed these tools. The tools themselves that we have available to you, you don't have to use them all, some of them are there just to give you guidance and help, but our basic SMS tool, we got a flight risk assessment, internal audits, Perception Surveys. Surveying, we do feel is an important aspect. Now in small operators, it's probably not as important, but understanding your culture and understanding what your employees perceive is extremely important, and you do that through surveys. So we have a survey tool.

0:25:01.2 Bob Rufli: And then we have a couple of evaluation tools that were actually produced by a safety management industry collaboration group, which is a worldwide group that got together. It's a lot of government entities that put together some guidance on how to evaluate your culture and how to evaluate your SMS program to really begin to understand it. So those are just tools to help you understand it and build your program out. Fatigue reporting is something that is important, obviously, in safety, so we have the ability to create a fatigue report for you. And then as I mentioned, audit standards, we have a pretty simple Emergency Response Program tool, and then, something as easy as facilities maintenance, you know? Again, our tools are pretty flexible and customizable, and we had one operator that came to us and said, "We really love the reporting platform, we'd like our employees to go there to tell us when the hanger door is jamming and those kinda things." So, it's what you'll learn and you'll hear again today is, SMS is not always about safety, it's about a process to improve things and gain awareness and make a change.

0:26:21.2 Bob Rufli: So, that's really important in what you'll find in your SMS. So again, in

our tools, we really focus on the customization piece. We customize these tools for each company, for various users within the company, or even individual users. We have the option for what we call a power user and a basic user. A basic user is somebody that just wants to get in there, do the process and be done with it. The power user is somebody that once you have some data, talk about that aggregate data, you want to be able to, what we like to term data mine, or actually go into the data and start looking at it and just exploring data, that's where you learn a lot of times. So that's really what's called a power user. But one of the things that we feel is really helpful in creating a better user experience is our tools are unique customizations right down to the taxonomy. If you like calling it an N number and somebody else likes calling it a tail number or a registration number, we can easily change those... The taxonomy or the naming of those fields for you individually and other companies will have what they want, and the data all aggregates together, so it's really not that big a deal.

0:27:44.8 Bob Rufli: So, we feel that that's gonna help. Now, that being said, one of the challenges is that when you sit down with us to put your tool together and put these tools together, it does require some time, and it takes some time, but we're here to help. There's no time limit, we're not gonna say, you gotta get this done in 30 days, whatever, we'll work with you on your pace to really customize your tool and make it a valuable tool for you. Simplicity and security is of course, as we mentioned, one of our... Again, keeping it simple, we have the ability for no logins or passwords for the people filing the reports. So, it literally on there, we'll teach you how to load it onto your home screen on your iPhone, and it's literally two clicks and you're filling out a form, unless it's ASAP, as I mentioned ASAP, this... You'll learn a little bit more if you want about ASAP. There's supposed to be another A in there. The ASAP program does is a... It's non... What do I wanna say?

0:28:54.9 Bob Rufli: SMS is anonymous, ASAP is confidential. So, you still need to know who the employee is, but it's held confidentially by the management group, by ACSF, and so, the FAA and the people involved in looking at the issue are not aware of who and what it was. That's all part of the requirements the FAA puts on an ASAP program, but I won't get into that too much today. But then of course, security is all provided through your safety team and people that have access will certainly have complex passwords and logins. So, the SMS tool itself meets all of the requirements that the FAA has with... It actually is capable of doing multiple departments, if you're a company that has a maintenance facility, you can still use it for your maintenance department and segregate that data appropriately. Does risk assessments, root causes, all the typical things that would be in a good safety management program. You know, your risk profiles and your performance target. So again, it's a basic tool that just helps you track some of those things.

0:30:09.9 Bob Rufli: And that's really all I have for today. I'm more than happy to talk to anyone later and go into more detail as to what our tools really can do for you and how that might work. So, again, I really appreciate it, and I'll turn it back to you, Dan.

0:30:28.5 Dan Sweet: Thanks, Bob, that was really informative. I had become aware of your program, just learned a whole lot more about it, so I really appreciate the presentation, and I look forward to having you join us for the Q&A coming up shortly. Can we have Jason Starke now join us please?

0:30:47.6 Jason Starke: Absolutely. How do you hear me?

0:30:49.6 Dan Sweet: We got you, Jason, it sounds like you might be at a trade show

somewhere.

0:30:54.1 Jason Starke: I do happen to be at a trade show, I'm on the floor at Bates, hopefully found a quiet spot. Really, really thrilled to be here with you guys. I just wanna say on behalf of Don and Nancy and the entire Baldwin Team, we are so honored to be a part of this program and supporting what HAI is doing and bringing safety management to the rotorcraft industry. Before I get started, I would like to show a short video, just kind of unpacking some of the concepts about safety management, in kind of a short video-ish type of setting, and then I like to have a little chat with you after the video, if that's okay. Just to kind of hone in on some points about safety management and Baldwin's participation within the SMS program that HAI has brought out. So, my assistant, the wonderful Lynn, I think she is going to bring up a video and we're going to show that.

0:31:51.3 Dan Sweet: Lynn, we might need to have you restart, we're not getting any audio. We might have to have you stop sharing and back out so you can click that little button.

[background conversation]

0:32:13.3 Dan Sweet: Sorry everybody, we love getting things right, but sometimes technology wants to fight with us, so, we'll be back on with you here in just a second.

0:32:33.2 Jason Starke: How a company can operate. There's a lot of talk about SMS seems like a wet blanket, that it weighs down the operation and actually limits what an operator can do or how a company can operate. In other words, there seems to be a perception that a safety management system is a hindrance to a company. A necessary inconvenience that must be

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implemented and maintained for the regulators, insurance providers or Industry Standard requirements. Common concerns regarding the safety management system include, the safety management system costs money, but gives nothing back to the organization. The safety management system costs other resources such as time and personnel with no real tangible benefit to the organization. The safety management system only tells us what we can't do, which causes us to limit our business. In other words, the safety management system is perceived as a real downer that may work for the airlines, but doesn't belong in business and general aviation.

0:33:35.1 Jason Starke: But in reality, this couldn't be further from the truth. The safety management system is a vibrant living system that is meant to enlighten an organization and provide the information to make smart decisions regarding risk. The safety management system is not designed to restrict, but rather enable. It allows the company to gain control over the threats in its operating environment and determine if the risk associated with these threats is acceptable or even tolerable depending on the benefits gained from conducting the operation. It allows the company the opportunity to deal with risk head-on and determine how to lessen the risk. Furthermore, the safety management system provides the company with the tools to determine if the appropriate defenses are in place and working properly. You see, the safety management system is anything but dull and restricting.

0:34:29.0 Jason Starke: The safety management system is not a convoluted set of policies, processes and procedures, but rather is simply a way, a way to make the organization smarter and more informed on the operational decisions it makes. The structure of the safety management system is designed so that company's large and small can implement it. There needs to be guidelines regarding how safety will be managed in the organization, who does

what in support of the SMS and what resources will need to be committed to make this thing work. Also, a method needs to be determined regarding how the things in our operating environment that can hurt us can be identified and then be able to define how scary those things are. Furthermore, there needs to be guidance depending on how scary these things are and how to make these things less scary in operations. We also need to have a way to determine what to look at to determine if what we are doing to make the operating environment is actually working, and if not, how we can fix them?

0:35:32.9 Jason Starke: Add to this, we need to determine how we can continuously improve upon the safety in our operations and the effectiveness of the Safety Management System. Finally, if and when things change and they will, how can we make the change smartly without bringing more problems into the organization? Finally, we need to get all our folks onboard with the safety management system and get them engaged by training them on how the thing works and how they can participate. We also need to have a way to let our folks know about all the great things that we have learned from the information coming into the SMS, and all the great things the SMS has done for our organization. And that's it. Large, complex organizations may need an array of different tools to support the SMS structure, while smaller non-complex organizations only may need a few. So, the SMS is not a wet blanket that takes the fun out of operations, but rather a robust way to operate smartly. Implement the system that works for you, not against you, and enjoy the journey. Let our safety experts craft an SMS QMS experience to protect your assets.

0:36:47.6 Jason Starke: And Dan, thank you for showing that. And what we wanted to do there is just give you in a nutshell what safety management is about and what the structure is, but admittedly, and I was one of them when we heard about Safety Management coming,

especially in... Sorry, had a little glitch there, but especially in rotary-wing operations, we think, can we really deal with this.

0:37:10.0 Jason Starke: Is this something that's just gonna go away? Can we just maybe [chuckle] ignore it? Is it just another fad? But to say because of the effectiveness, and because of the success of safety management in other segments of the industry, it's not going away, and it doesn't need to go away. And we can see how industry and how regulators are starting to call for this, because it is important, and it is something that can really change and enlighten your operations. As Dan said at the beginning of the webinar, we talked about the NTSB at the top 10. And one of the top 10 for the NTSB is that these organizations that... Actually, not the organization, but that the FAA require and verify the effectiveness of safety management systems in all revenue... Passenger-carrying aviation operations, not just scheduled airlines, but all revenue-carrying... Passenger-carrying operations. They go on further to say... And this is the NTSB talking, that safety management systems can improve safety. And if they are required by the FAA... If our regulator will require 'em, they will provide an effective means of ensuring a culture of safety in our organizations.

0:38:14.6 Jason Starke: The NTSB also goes further to really encourage operators not to wait. Don't wait for the FAA. Get on board with this, because if we wait for the regulator, then we're gonna be behind the curve, and we're gonna miss out early on the benefits that a safety management system can bring to our organizations. So, without regulator guidance, we have to turn to industry and industry standards. One of the examples is the IS-BAO. And the IS-BAO is the foundation for HAI's auto performance standard suite. But the IS-BAO, the chapter three, an entire chapter dedicated to implementing a safety management system, which has to be part of your certification in the HAI-APS. If you're in the aeromedical side,

pane section two deals with safety management system, because they also see the importance of this proactive stance, and saying, "What could go wrong, and how can our organization own it, and how can they control it?" And as many as... You know, that when you're going for the contracts for the US Forest Service, they'd also require proof of an implemented safety management system, and that you're doing something, and Robert Sumwalt couldn't have said it better, that you're also doing something with your safety management system.

0:39:21.3 Jason Starke: So we're seeing that overall, the SMS requirements are becoming more prolific. They're becoming more ubiquitous in our industry. And as you all probably know, in the United States today, only the airlines are regulated right now. They're the only ones that are being told by our FAA to say, "You need to have a safety management system." But that's because we are a difference to what ICAO was saying. When we look at what the International Civil Aviation Organization was saying, this is the standard body for aviation on a global scale. They recognize the importance of safety management, so much so that they've actually created a separate annex, the latest annex of 19 annexes; it is annex 19. And they are telling the countries. They are telling the countries, which are a signature to the Chicago convention, in which the United States is one, but they are telling the United States that the government needs to regulate safety management systems for all commercial fixed and rotary wing operations. Right now, we are just unscheduled airlines.

0:40:23.5 Jason Starke: So as the... As our FAA starts catching up to what ICAO and what the NTSB are saying, right now, our industry... We are lacking in the regulatory guidance; that's why we need to do this on our own. We need to have the impetus to say, "We're going to do this because we understand the benefits of safety management system, and because it makes complete sense within the organization." But as the video said, it seems like the safety

management system is like this thing that's external to the organization that is just... It's so technical, and... Maybe 'cause it has system in the title. But it couldn't have been said better by Dave Prewett, who is a mentor of mine, but SMS is just only a way. It's a way for your organization to identify risk in the organization and ultimately control that risk. It's a way just to make operations safer. It's a formalized way so that it can be repeated, but it is just a way.

0:41:17.1 Jason Starke: And interestingly enough, as the SMS standards, as they're written by the International Civil Aviation Organization, or by IS-BAO, or by [0:41:26.1] ____ CAMS, or any one of those other standards body... These standards are performance-based. Mean that, yes, there are SMS requirements, and they are documented requirements, but they're performance-based, meaning that they're just looking at the output. They're just looking at what you're getting at; how you get there. How you get there is up to the organization, and that's where the scalability comes in. If you are a small organization, a non-complex organization, you don't need to have complex tools. You don't need to have these processes that you would never use in order to address problems of risk. In fact, ICAO said it best when they talked about the scalability. They said non-complex organizations can develop non-complex solutions to deal with complex problems.

0:42:11.0 Jason Starke: And I thought that was one of the most profound things ever said by ICAO. It is saying that, yes, if you are a two-man operation, you could develop the appropriate procedures that you will interface with. The appropriate processes that you will actually execute upon on to deal with the complexities of your operating environment. So, when we talk about the model, when we talk about the framework of safety management system, it is just a guide to help organizations develop and implement the appropriate tools. It is to help guide you in determining, "What is it that I need to satisfy this requirement in order

to control risk in my organization?" So, it is all-encompassing, because it is... Whether you are a one ship or a 100 ship company, these standards are applicable, because it's how you meet the standards. It is what you are doing that best serves your organization in controlling risk.

0:43:03.4 Jason Starke: Now, as we are here, there are great providers here providing software, and the question always comes up: Do I really need... Do I need a software solution to implement and maintain an SMS? And I think this was really well put by HAI. They have a Q&A on their SMS program, and maybe many of you have read it. But no, you do not need a safety management system platform or software tools in order to do safety management in your organization. If you're using a combination of forms, spreadsheets, whatever it is, and it's working for you, and it is scaled to your organization, and it's getting the job done, and it's showing exactly what you need to control risk in your organization, great, you don't need to change it. You don't need to change it. You don't need... You don't need a software system, and you can effectively manage it the way you are doing in the current case. But how can software help... How can software help you, especially if you're starting from the ground, if you're starting from point zero in trying to implement SMS? Well, the software itself... If you use a good software tool, like what you have in our providers here that we're all offering, is that it can increase the efficiency of the system. And it increases efficiency through automation, through centralized collaboration, through centralized data storage and analysis, and enhanced information dissemination.

0:44:18.8 Jason Starke: So in other words, the safety management software, because it is purpose-built, can help the company do a whole lot of stuff; a whole lot of SMS stuff, if you will, very effectively, accurately, and expeditiously. So, a good software program, though,

when we're looking at... When you're making your decisions about a software program, whether it be one of the three that HAI's studying which we're encouraging, that's part of the HAI SMS program, or you're looking elsewhere, but I encourage you to stay within the HAI SMS program, but a good software program will have functionality that helps the organization to address all the requirements of safety management system. So, a software solution that's only a flight risk assessment tool is not addressing the entire safety management system. A software that only addresses reporting or employee reporting is not the entire safety management system. You want an all-encompassing solution, because that... By addressing the framework... Through the software addressing the framework, this software can also serve as a learning tool in helping the company understand what needs to be done to effectively manage risk, so now, that software almost becomes a guide for you in order to structure your safety management system.

0:45:25.2 Jason Starke: Also, as we have heard here, especially from the ACSF, and I'm sure we'll hear from WYVERN as well, but a software solution that is configurable or customizable, because there is nothing more irritating than having to adjust your organization for a software solution. It should be the other way around. You should adjust the software solution. You should make it as complex or non-complex as you need in order to effectively manage risk in your organization, so your software solution, whichever one you choose, needs to be configurable and customizable, so that it suits you and not the other way around.

0:46:01.0 Jason Starke: Your software solution should also offer for an intuitive interface, and that's important, and I think I've hit it really well, when you make things easy, when you have dashboards, when you have click buttons, kinda what you're seeing here, you have a tendency to get more engagement. If somebody's gonna come up to a software solution, and

they have to go through a million steps to submit a report, or it takes a long time, or it's convoluted, or they don't understand it, they're not going to interface with it, and what's going to happen is you're going to get a lack of engagement from the frontline, and that... Guys, that's what I'll tell you, that is where the heartbeat is. That is where the good stuff is, is your frontline. And you want the frontline, you want the pilots, you want the maintainers, you want the operators to be submitting that information, and if it's not easy, if it's not accessible, if it's not intuitive, then you are going to lose them, and you're gonna lose the data. You're gonna lose the information that you need to make those important decisions.

0:46:50.7 Jason Starke: Importantly, going back to Robert Sumwalt's quote, your safety... Your software solution, your safety management system solution also has to allow for meaningful output. It has to be able to show you what's going on within your safety management system, and ultimately, what's going on within your operations in terms of risk. It has to be able to provide you that output, because it's through that output that you guys are going to make the decisions in how to operate safely within your environment. So as I start wrapping up here, I'm gonna talk about, really quickly, why Baldwin. And as I said, well, Baldwin is extremely honored to be here. We have a heart for this. We have a heart for bringing safety management to all kinds of organizations, because we know the benefits of a well-run safety management system, whether we have two... We have two men, we have two-person organizations, and we have up to 6000-person organizations. We run that entire gamut, and we have seen the fails and the successes of safety management in all those organizations, and we just love to be a part of that.

0:47:53.8 Jason Starke: We feel that this outreach, especially through HAI, is of the utmost importance, and we cannot stress how important safety management is. And we know that it's

gonna be required. We know that people are telling us to do it, but to do it for ourselves is a really good idea, and we really wanna be a part of that. And especially for those smaller organizations that feel that they don't have the resources, that they don't feel this is gonna be any benefit to them, we love those organizations, because we wanna show them. We wanna show you the benefits, and how to do this, and how to manage risk effectively in your organization. Baldwin has been doing this since 2004, so we do have a well-established reputation with the industry. And like I said, we have clients in all aviation segments, and even non-aviation segments. But we do have rotary wing... We have rotary wing air ambulance clients, we have tour operator clients, we have executive transport clients, we have utility clients. We cover a lot of the different segments, if you will, in the rotary wing world. So we are very... We are privileged to see how SMS has succeeded in these different segments across the rotary wing operations.

0:49:01.2 Jason Starke: So, as I also said, all the selected providers here, they're all great providers. And they all offer a solution that has been proven to be effective, and this has been vetted by HAI. And these solutions have been proven effective in implementing and maintaining an effective SMS. We really provide... We really pride ourselves, I should say, on offering this software solution that is highly customizable, so that you can make the solutions that works for you. And it's scalable, so it can address the complexity within your organization through non-complex solutions. Baldwin also offers an intuitive interface to help sustain frontline engagement. We know how important it is to get people involved, to get people engaged. As I said earlier, if it's not intuitive, they're not going to engage. And we're very careful in ensuring that people have a really good user experience everytime they interface with our software.

0:49:55.5 Jason Starke: And I think one of the most important things about Baldwin is, not only do we pride ourselves in having a great software piece, but we pride ourselves on being a people-ware company. We have highly experienced individuals that are dedicated individuals, that are credentialed individuals. They are experts in safety management, and they are available 24/7, 365, as part of the solution. We not only get on the phone with you any time of the day, or a webinar just like this, and talk to you how to use the tool, but we also work with our organizations extensively to configure the tool so that it meets their needs, and then also teach them about how to use these tools in the context of safety management within the organization. So we are very passionate that people truly understand why they're doing this, and the benefit that they're seeing from this.

0:50:43.2 Jason Starke: So, in summary, as I said, 'cause I'm wrapping up here, I know that implementing safety management can seem like a daunting task, especially in the initial stages. A good software program will help to support this effort. A good software program will have the components and elements necessary to control risk within the organization upon which you, the organization, can structure your own... You can configure your own processes and procedures that work for you, that work for you in controlling risk. A good provider will also provide the people-ware to walk this journey with you, and that's what we wanna do here at Baldwin. Consider letting us be your partner to success. Consider us... Consider letting us to walk this journey with you. And if you are interested, contact us. Let us know. We'd love to provide a demonstration of all we have... All we have to offer, so that you can take that next step, so you can take that journey, and so that we can do this together.

0:51:36.4 Jason Starke: So again, I wanna thank you. If you are interested in this presentation, it will be available in the chat as a PDF link. We see a sign here that you can

enter a drawing. We love socks here at Baldwin, for whatever reason; I guess we're quirky that way, but you can enter to win anywhere from a 1000 credit on safety training, which we also offer, all the way down to Baldwin socks, but that helicopter belt, I'd model it for you now, but that might be embarrassing. But with that, I like to wrap it up, and again, I'm here for questions and answers during that period, and thank you again for this privilege of being here.

0:52:10.2 Dan Sweet: Thanks, Jason. Yeah, let's not have you lose your pants in the middle of a show floor. Now, I'd like to have Sonnie Bates join us from a WYVERN place, WYVERN Limited.

[pause]

0:52:26.6 Dan Sweet: There we are.

0:52:27.1 Sonnie Bates: Thanks, Dan. Yup. Thank you, Dan.

0:52:28.5 Dan Sweet: You're welcome. I'll get out of your way and let you make your presentation.

0:52:32.0 Sonnie Bates: Hey, before you go, Dan, how much time do we have on this show? I just wanna make sure.

0:52:37.2 Dan Sweet: We... We'll probably end up... We had initially talked about an hour, but now, we also talk about 90 minutes, so take the time you need, Sonnie, and we'll get into

the questions after that.

0:52:47.8 Sonnie Bates: Okay, I was just a little concerned, 'cause if I had six minutes, there's no way I was gonna stuff all this in just like the [0:52:53.5] ____. [laughter]

0:52:53.8 Dan Sweet: Take the time you need there, Sonnie.

0:52:56.1 Sonnie Bates: Alright. Well, thank you, Dan, and thank you, Jim, Chris, and the HAI team. Really appreciate it. I won't be so long in our presentation. So, if you're viewing in right now, and you're concerned that, "Oh my god, how long is this thing gonna last?" Don't worry. We'll keep it short. I have a short video to show you. It's about five minutes, and it'll cover the essentials of our safety management system and our software. And I would just like to tell you a little bit about WYVERN. WYVERN were the first business aviation audit company in the whole world. We started in 1991. And... You've heard already today... A lot of push on SMS, of course, but that's what we're here to talk about, but a lot about software. And as Jason indicated, software is one way to go about this, and that's why we're here to talk about it. We have these three different opportunities for you to consider.

0:53:53.5 Sonnie Bates: But I think the thing that differentiates, maybe, the WYVERN company from the other opportunities you'll hear is the human aspect. We offer our SMS software package, but the thing that we promise you, and it's a promise to anybody that, whether they're a client or not, if you contact us at 1-800-WINGMAN, someone will answer the phone regardless of what time of day it is, and we'll help you, and it doesn't cost you anything. So... Keep that; that's news you can use. If you want help with SMS, and you need to reach out to somebody that's been doing this since 1991, then call us, and we will actually

help you. We won't say, "Okay, we have some questions, now you're on the clock, we're gonna send you a bill." That's never gonna happen. So... With that in mind, what I'd like to do is show you the video. And so, I'm gonna share my screen here. And also, share the sound. We go there. We go here. And Dan, I hope that works. I hope you can see it.

[music]

0:54:56.1 Dan Sweet: Loud and clear.

0:55:08.9 Sonnie Bates: The WYVERN Quality and Safety Management System, QSMS, is a fully scoped SMS application, fulfilling your needs for ICAO and FAA compliance. QSMS is divided into two distinctly unique program interfaces. A mobile-friendly, intuitive, and simple user portal provides for easy access to reporting, FRAT, and other functionality for your employee group. This uncluttered interface provides an un-intimidating and easy-to-use experience. The administrative site is rich with unique tools, allowing your safety administrator to carry out the more complex requirements of operating a successful SMS. This separation of user functionality reduces barriers to participation by keeping the complicated functional aspects of SMS strictly in the line of sight of the administrative users who need them.

0:56:00.0 Sonnie Bates: This diagram depicts the unique design of QSMS, risk detected in any of the functional program modules that comprise the system is directed into the risk management module or RMM or robust tools and functionality exist to assist the Safety Administrator in the analysis, assessment, remediation and follow-up to the submissions emanating from all other functional modules. This practice eliminates the data silos that are

frequently created in traditional SMS applications. The output from the risk management module returns to the system in the form of safeguards against risk and improvements to policies, processes and procedures. Let's take a look at some of the robust program modules that comprise WYVERN's QSMS. Human reporting, a cornerstone of every effective SMS, is provided in a customizable yet easy-to-use and mobile-friendly form.

0:56:54.8 Sonnie Bates: The system fully supports anonymous and confidential reporting. Keeping reporting simple reduces barriers to participation when providing an important observation is as easy as filling in a few blanks, snapping a picture and pushing submit. These submissions immediately make their way into RMM for handling by your Safety Administrator. Pre-operational risk analysis provide for detection and mitigation of risk before it has a chance to become unwanted consequences. Unlimited templates can be created to support any aspect of your operation you wish, from flight to maintenance to dispatch, and more. Specific frats can be ported into RMM for deeper analysis as the need arises. The ASAP module provides a discrete functional area for ERC participants in which to analyze, mitigate and follow up on ASAP submissions.

0:57:48.0 Sonnie Bates: The modules functionality deliberately follows the ASAP program flow chart, translating the chart's elements into simple point-and-click simplicity. The feature supports any non-organization users who might be a part of your ERC, from FAA representatives, to ACSF facilitators. A richly featured management of change module invites collaboration from all corners of your organization in the consideration of large changes. Users can create entries reflecting specific considerations, pitfalls and risk perceived to be associated with the change. Specific entries can be ported into RMM for deeper analysis and remediation. Unlimited safety performance indicators can be created and tracked in the SPI

module. Many SPIs can be automated with metadata automatically tracking occurrences through metadata captured in frat, use of the risk management module, and other features. Easy-to-comprehend summary reports can be output to PDF for simple dissemination. QSMS contains a robust auditing module. Unlimited audit templates can be created to support internal IEP or external vendor audits. The audit feature is optimized for use on mobile platforms, making on-site audits fast and easy.

0:59:06.9 Sonnie Bates: Findings can be ported into RMM for deeper analysis and remediation. Wherever risk presents itself, it is handled effectively by your Safety Administrator in the risk management module. RMM, at the heart of the system, provides powerful tools for the analysis, assessment, mitigation and follow-up for submissions from all SMS components, not just human reporting. The risk visualization tool provides a canvas to easily reconstruct a chain of events, allowing for easy identification of root cause, as well as ample opportunity to ask "What if?" Leading to discovery of otherwise overlooked close calls.

[music]

1:00:01.8 Sonnie Bates: Okay, so that was our little video. Now, I know if you're watching that, and I was watching the numbers of the participants, so just hang with us here just for a little bit more. I know we're going a little bit over an hour. But you see all this complexity inside of an SMS that's mature, that's sophisticated, when you're just getting into an SMS, so that's who the audience is here, you're just getting into the SMS, you're wondering. How do you do it? That sophistication is behind the scenes. It's not in your face. We keep things simple. So when you're just starting out with the SMS, you're gonna see exactly just what you

need. If you want a flight risk assessment tool, that's what you'll see and that's all you'll see. And you always have this way to easily report a safety issue. Those are two of the more fundamental things that people will see when they're first starting in the SMS. But as Bob said earlier, Bob Rufli, he said SMS is not just about safety. That is so true.

1:01:00.0 Sonnie Bates: The SMS really, when you look at it, is a management system with a focus on safety. Because it's a management system, you could actually use the same system for managing security risk, you could use it for environmental risk, occupational health and safety risks, and quality risks. So it's a beautiful machine, if you look at it like that, where it's universal in nature. We just happen to be using it for safety in this discussion, but it could bring so much benefit to your organization over time, to elevate the professionalism of your organization in the different dimensions of managing risk. So the message here is, if you decide to get into SMS software, probably with any of these offerings, you're gonna only see what you need to see. The complexity is not gonna overwhelm you. At WYVERN, and our promise is, people will help you as much help as you need. And I'll probably... The other offerings will say the same thing, but I can only speak for our company. It will never cost you anything to call us, it will never cost you anything for us to roll up our sleeves and work with you, we love doing that. It's what we do.

1:02:10.5 Sonnie Bates: So we have rotor clients all around the world, from clients with hundreds of aircraft, from clients with just one or two aircraft, so we understand how the smaller operator needs a scalable system that fits just right, using the same software platform, we make the offering present itself in a more simplistic way. Where there are hundreds of aircraft under an umbrella, for that operation, they need a bit more sophisticated dashboard. So this same system is able to adapt and morph to your needs like that. So I think to wrap it

up, before we get into questions and answers, the discussion today is about professionalism. We're not gonna wait for the FAA to mandate us, and that's honest, that's not why we're here. The mandate is not here, we don't know exactly when it's gonna be... It's coming out. But we're not here for that, we're here to say, professionalism in aviation really requires us to manage risk in a way that's methodical, in a way that can be repeated.

1:03:08.9 Sonnie Bates: We're talking about quality with a safety focus. So that's what the system provides with the human element at WYVERN. Just before I hand over the microphone to Dan, WYVERN, we're a C-Corporation. Only 5% of the companies in the United States are a C-Corporation. That gives us the structure and the capability for longevity and sustainability well into the future. I think we have the best team on the planet. Like I said, you call 1-800-WINGMAN and somebody's gonna answer the phone. And we're ISO 9001 certified. And we conform to the ISO 27001 data protection standards. So I think with any of the selections, like Dan said, there were 14 competitors, they've narrowed it down to three. We all have probably the bells and whistles that you're looking for. You'll probably... If you decide on one of us, will probably pick the company that wants to help you the most and is probably more engaged with you, and have the people that are willing to answer your questions and help you along without nickel and diming you to death or making you feel like this is too complex. So we take pride in making it... All the sophistication simple. So Dan, with that, I'm gonna hand it back to you.

1:04:27.6 Dan Sweet: Okay Sonnie, let me bring my camera. I invite Bob and Jason to go ahead and bring your cameras back up too... And let's get started with Q&A to our attendees, we are gonna run a little bit late tonight, I know we talked about vote for 60-minute and 90-minute to replace this, so it got a little confusing. Hope you'll bear with us, we'll probably go

fairly close to 90 minutes. Let's start with one general question that I brought up earlier about the templates, because that was a mailing question. Let's start with Bob. And I'd like each of you to answer this, what are the pitfalls in using a template or using somebody else's SMS program and just slapping your name on the cover of it.

1:05:15.1 Bob Rufli: So as you heard today, it's a lot about making these programs your programs, and as I mentioned our industry, general aviation industry is so diverse, so to think that your operation is just like the other guys... And I'm gonna do it the same. I think you'll find that that's very challenging, and one of the things that I'll say about starting an SMS, it's very, very important to start it right, if you don't get off the ground correctly in the beginning, and you have challenges and stumble, then people get frustrated, they don't participate, and you're gonna make it even worse, so I highly recommend you take the offers here today and the help and in getting your program started correctly.

1:06:12.0 Dan Sweet: Okay, Thank you, Jason, what are your thoughts there?

1:06:17.0 Jason Starke: Regarding the templates and utilizing templates to support the safety management system?

1:06:20.9 Dan Sweet: Or... Yeah, or trying to adopt somebody else's plan as your own, basically photocopying the manual or whatever it might be.

1:06:30.6 Jason Starke: Yeah, well, since this is a safe space, I'll say I'm guilty of it, having gone on to Google.com and Googling SMS manual and downloading a manual, and every work of the other companies, I just copied and paste, but our company is in there. I've been

guilty of that, and I can just say that is not the way to go about it, there's a lot of danger to that because what you are copying is an organization that developed their manual based on their structure and their people, and they in almost to a sense their culture, and when you try to force that into you an organization, you'll see that you're forcing your organization into doing something that's not necessarily appropriate and that's what we ran into. So templates are good and that they provide a guide, almost like a map, almost like a general framework, but it's important that you make it yours, and I think that's imbibe you on the head that when you're starting out, you really gotta understand what it is you want to do, what you can do and then document that so that it's sustainable, 'cause otherwise it's just gonna sit on the shelf and do no good for your organization, which is... Let's just get a dust collector but does nothing for the organization.

[chuckle]

1:07:36.5 Dan Sweet: No certainly not, Sunny, what about you? What are your thoughts here?

1:07:41.9 Sonnie Bates: Really not much more to add on that, the templates are almost a necessity... When you start off, it's like, Well, where do I start? You gotta have some framework. So templates are out there. It's just that how you do it... And my favorite saying is, What you do is important. How you do it is more important. So you're gonna embark upon SMS, but how you do this, take that framework, that template is probably what most people start with, and the line by line to say, I don't wanna understand this, I need to reword it, I need to make it mine, and then by the end of all that work, you're done. You have something good.

1:08:16.2 Dan Sweet: And to be clear, the programs each of you, the three companies are offering, take that template paradigm a couple steps further, you're really working with the operators to develop those systems, to customize it for them. Right. Okay, yeah, I see a whole bunch of heads nodding. I do have... Another group question, start out with Gabriel Amado, who is one of our routine regular watchers from the Caribbean, and he ask a question. Are most of the programs, SMS programs? It doesn't matter where you're located, it can work anywhere. Correct. Jason, let's go start with you on that one.

1:09:00.5 Jason Starke: So just to understand the question, it doesn't matter where geographically, it works where ever you are geographically?

1:09:03.9 Dan Sweet: This sort of question is there one program that's more inclined to support international operators, and I believe that all three of the programs support international operators. Is geography ever an issue, I guess.

1:09:18.8 Jason Starke: No I would have to agree with that. As we've seen in the status of the regulatory requirements for safety management system around the world, it could differ from country to country, part five is a little bit different than the... Or it's a little more specified, I should say, than the ICAO requirements. I would just ensure that your software, or that the safety management system that you implement meets, obviously the regulatory requirements, but if you don't have any requirements, generally the ICAO is bio that those frameworks really do work well, and we'll put you on the right path. Should it ever become a regulatory requirements.

1:09:49.4 Dan Sweet: Okay, Sonnie, anything you'd like to add there?

1:09:53.5 Sonnie Bates: Yeah, it's one of the things I love to talk about that a lot of people don't know about. The Safety Management International Collaboration Group, which consists of FA representatives, Transport Canada, South America, North America, all over the world, these regulators got together working with ICAO and said, "We all agree we should do SMS, we have an annex-19 to say that it shall happen, these are the standards, but how do we do it? And they develop a set of tools to show us how this gets back to my house, more important than what... So yeah, what we're doing is SMS, how we do it. We use a WYVERN as a beginning, unless the operator has another way, we use the SM ICG tools because it is already identified and accepted by regulatory authorities around the world, and so we're in the FAA land that we're going through now, when looking at what's coming down the pipe, who knows what they're finally gonna settle on as far as accepting an SMS. We do know that they have their SMS VP program, that has its own challenges. But I think for the operators on this call on this webinar, that answers the question international perspective, and that's where we start the SM ICG, but if the operator says, I'd rather use IS-BAO that's fine use IS-BAO. If they say, I'd rather use what the Cayman says or Aruba fine use that, so we're flexible, and then we can adapt the SMS software to use whatever format you want.

1:11:18.6 Dan Sweet: Okay, Bob anything from Air Travel Safety?

1:11:22.1 Bob Rufli: Yeah, I would echo what everyone said, You know, Sonnie's point is well taken. You can start anywhere, but you're gonna end up in the same place, which is a good, robust system that is improving your operation, and that's what most of these organizations/ Government agencies are looking for, are you doing something about it? I

think when you get into looking at the requirements, a lot of the requirements now are not just, Do you have one, but is it working? Is there evidence of it working? So at the end of the day, it's gonna be about where you get to in the end, not really how you start, Sonnie's point about, yeah, pick one that you think is best for you, but you're gonna end up with a robust product that ultimately is making an impact, and that's what we all want.

1:12:16.1 Dan Sweet: Okay, we have a kind of a fun question. The way he phrased it is fun from Ryan Newman. SMS can be mysterious. I hadn't thought about that phrase exactly. But I kinda like it, how much of an educational component comes with each of the three programs, and so, Sonnie let's start with you on that question.

1:12:39.6 Sonnie Bates: That's a great question, because when you look at component for promoting the SMS, you're looking at training and communication, and it's not just training, but it's education and training, so we would offer an SMS module self... A training module that you can push, load up your video, watch the video, anybody can make a YouTube video these days, somebody in third grade does that, so you make your YouTube video, you throw it on the platform, and then you can build a quiz and then the quiz can do the auto-scoring, so there's a complete education module in our SMS system, if you are really not into that, then you can go somewhere else for the education outside the system that we can help you with, but I think probably most of the systems out there have some kind of education module, which is an essential component of the SMS.

1:13:35.7 Dan Sweet: Okay, Bob, would you like to respond there...

1:13:38.5 Bob Rufli: Yeah, I'll be candid with everyone, ACSF is... We're a non-profit

foundation, we're a small organization in ours... So we do not have a lot of training data and or other things like that, but we certainly will help and mentor you to get there, but yeah, both of the other two organizations on this group definitely will have more support in those areas. Ours is what I classify in the beginning, it's a basic tool to help you start your program for small operators, I think it'll work great for large operators that may have some ideas and some other aspects it's there, but I'll be candid, the other two are gonna be better at that than we will.

1:14:26.0 Dan Sweet: I appreciate that candor. Thank you for sharing that then, Jason, thank you for sharing your candor or a little bit a while ago about fact with you SMS templates. How would you... Do you have anything you'd like to add about the educational element for Baldwin.

1:14:42.6 Jason Starke: Just echoing what Sonnie said education is incredibly important in safety management, especially when we look at the engagement aspect and people engaging with that, they understand rather than what they don't understand. With Baldwin, we do have a full education suite for both frontline and safety managers, and what we focus on is less the academic perspective of safety management and more of the practical pragmatic how to do the job everyday in the everyday environment.

1:15:07.2 Dan Sweet: Okay we have two questions, Arturo Romero and both the first involves, is the ASAP or SAP program, something it's easy to implement, it doesn't need to be approved by the FAA for each organization, and... Let's see, I think it's the Bob's turn... To start this question...

1:15:31.4 Bob Rufli: No, you keep that one, I'm good. ACSF is currently the largest manager of ASAP programs in the United States. The FAA has over 300 companies that are currently listed, the answer to the question is, yes, you have to register with the FA because it's formal protection for your flight crews, it will ensure that they do not get any kind of retribution or action taken against their license, as long as there's a top five alcohol and some various drug abuse things that are outside of that privy, but assuming none of those are in play, nothing is gonna happen to your flight crew, so it is a formal agreement that you will sign with your FAA, but ACSF, we manage over 61% of those 300 companies, so we're sitting in on those ERC meetings, we're helping, and all we're doing is we're just there to help, we have no say in what goes on, that is a formal process that the FAA has... That requires unanimous decision between the operator and the FAA, nothing happens until there's a unanimous decision, and we're there to help guide you through that process, so it does take a little time to get it going, you have to file the paperwork, we'll of course help you with that...

1:16:54.2 Bob Rufli: And your FAA has to ultimately sign it and get it back and then... And there are lots of platforms out there to do that reporting process, Baldwin and WYVERN also have that ability, and many of our operators, so even if you don't use us for SMS, we are there for your ASAP management to help you with those programs, and I think that what we bring to the table there is very strong and that we're sitting in on over 45 ERC meetings a month. So the knowledge that we can bring to your ERC is strong.

1:17:33.8 Dan Sweet: Jason, and you wanna respond to Baldwin?

1:17:38.3 Jason Starke: Just echoing what Bob said I mean ACSF has a well-proven track record of providing ASAP services to organizations. And that interface between the FAA and

the organization. As he also mentioned, Baldwin does work with ACSF and providing support for ASAP in terms of reporting and workflow. So we're very proud to be a part of that process as well. And see that the benefit it brings to the organisation.

1:18:01.6 Dan Sweet: Okay and Sonnie?

1:18:05.2 Sonnie Bates: Much of the same Jason just said, we work with the Air Charter Safety Foundation, likewise, similar ASAP tools to make it easy. I think the question gets back to how difficult it is? I think getting into ASAP might seem difficult, but it's like anything else, once you know, it doesn't seem difficult. There's information that you just don't know. And once you attend one of the courses from Russ Roton and you walk out, they're going, "Wow, it's not that difficult. Russ can help me." And so the Air Charter Safety Foundation makes it easy. And so that's what makes it so nice. And one thing I'd like to add to the question of Bob, I really appreciate Bob's honesty on that last question, where they say they don't have that education component built into their system yet... We work with the Air Charter Safety Foundation as well. We partner with them. And so if you choose their system, but you're like, Gosh, what could I do about education, WYVERN can help you with that at no cost, it's just part of our helping with the Air Charter Safety Foundation, there's ways to do your education that doesn't have to cost you a lot, right? And we can help you with that, if we don't want you to feel like that. I want the Air Charter Safety Foundation system except the education. What is with that? We can show you some tricks of the trade to get you into a proper education system.

1:19:18.8 Dan Sweet: Well, that's really the epitome of the industry, helping the industry become safer, and I'm grateful for you offering that out. So thank you very much. Arturo also

had a follow-up question that I think is gonna be platform-specific for each one of you, he says right now, we have a really intuitive way of submitting hazard reports, can we input hazard reports manually? In some of these programs? Or do the reports have to be submitted via the software, and so Sonnie, I think it's your turn to start us on this one.

1:19:51.6 Sonnie Bates: That's an interesting question. I don't know if I've ever heard that one before. Somewhere along the way, somebody has to put that information into the software for the software at work for you, but the initial... This gets back to safety culture, when you look at safety culture, one of the sub-elements of a safety culture is, and it needs to be a flexible culture, there needs to be more than one way to enter data into an SMS, whether it's SMS software or SMS on a spreadsheet or SMS, on a dry race board, and you need to have flexible ways to get that information into the system, whatever it is, so the answer is yes to Arturo, if somebody out there says, I just take a picture is this... That's unsafe, and you send it to an email to somebody, that has to be your company policy to say when you receive an email like this, you have to send it to the safety manager and the safety manager will then type it in or voice it in, you can always voice in. The beautiful thing about these mobile devices with any of our systems is you can say, "Hey, I see something unsafe out there, and push go and it goes into the system," you don't have to type with your thumbs anymore, folks. It's too easy. Alright, so just use your tools.

1:21:00.3 Dan Sweet: Okay, let's go backwards this this time Jason how about you this time.

1:21:06.3 Jason Starke: Much to add to that. Specifically, I agree with Sonnie. The idea is the simplicity of getting the information in and if you're in the situation in the context saying, Hey, I just wanna call and send it in, then as policy dictates and yes, the safety manager

would take that, but it's... When you get it into the system, that is as what it says the system can work for you, so when it comes to tracking and trending and using that data to make the information, it has to end up in the system somehow, but that initial touch point doesn't always necessarily have to be the submitted report to be the software.

1:21:37.9 Dan Sweet: Okay and Bob?

1:21:39.8 Bob Rufli: Yeah I would agree with everybody, if they're really saying yes, at some point somebody's gotta enter the data, I will say with our system, we have the ability to import a spreadsheet data quite easily, there still has to be some work there to map it out, and I'm sure even the other providers will probably say they can do that too, so I'm not sure what his concept is, a unique way of doing it and love... I'm sure all of us would love to talk to him and understand it, as we've kind of pointed out, I think all of us are just here to make a difference and we love to learn from each other. The more we can learn from each other about ways companies operate and do things, the more we can all improve, and that's ultimately what we're talking about doing, so it'd be very interesting to understand how they're currently doing it.

1:22:34.3 Dan Sweet: Okay. I think we're running out of time. I'm gonna have some housekeeping duties here in just a few minutes, but let's finish up with one final question for each of you, and I'll ask the same questions when we've traditionally used and our webinars, if there was one thing that you wanted attendees of this webinar to take away today, what would you think that would... Should be. And while you're thinking about it, I'm gonna tell people here in just a second, all the attendees, I'm gonna have a slide up here next that will tell you how to access the HAI SMS program, as well as the webinar or the web links reach

the companies, Bob let's go ahead and start with you. What's the one thing that you think people should take away from the webinar today?

1:23:20.0 Bob Rufli: It's more, and this has been said, but it's not just about safety, it's an improvement tool that improves not just your company, but the whole industry, the ASAP, we just really, really strongly support ASAP because that data ends up in a national database. So we have seen issues where pilots have filed whatever SMS ASAP doesn't matter, tell us what happened out there, and next thing you know... You find out that it was really the ATC system that had a problem. Not your organization. It wasn't your fault, so I can't express enough how it's just so much more than just managing safety, it's about improving your operation and improving our industry.

1:24:13.3 Dan Sweet: Jason, your final product there.

1:24:16.9 Jason Starke: I thought... Don't fear. Safety Management, it is good, and I don't know that's a really tried... But it is really a way that it's gonna make your organization enlightened. We heard the term mysterious, and to take the mystique out of it, it is like Sonnie said, just a management system, but even if a management system seems foreign, it is a way and it's a way that's gonna make your organization better, not boring, not restrictive, but more exciting and vibrant and taking in taking missions and chances where you thought you may not have known, so it really, really provides information on what you can do rather than what you can't do and get a good tool that's gonna allow you to implement what you need and then have people walk alongside you there and answer questions when needed.

1:25:09.1 Dan Sweet: No. Okay, thanks Jason. Sonnie, you wanna wrap it up for all of us?

1:25:13.7 Sonnie Bates: Alright, well, thank you, Dan. And thank you, Bob and Jason, I'd have to say that I've been in the business aviation industry out of the Air Force for 21 years now, you won't see any smarter guys than the guys... I'm talking with Bob is one of the smartest guys I've ever met with SMS and I know Jason, and everybody knows Jason around the world is really smart on SMS, taught it in his bare program with me, and so if you contact either one of us, any of us, well, we'll get you on the right path to SMS. So feel free, I would say I'm speaking all three of us contact us, but you know, my final final thoughts are, we're talking about professionalism here just as much as we are anything you know, I can't imagine one of the operators out there right now saying... I don't want to be professional... Of course you do. I know you do. And so what does that mean? That means you need to manage risk professionally, and that's what we're talking about, manage the risk professionally with the system, and the beautiful thing is these safety management systems are just that they're management systems, they have four parts to them, a promise to do something with objectives.

1:26:15.6 Sonnie Bates: Here's how you do it, here's how you know it's effective, and here's how you're promote it, four things, that's all they do, it's that simple. But you should use a system like that so that your team can rally around it in advance and keep going up forward, smartly, and Bob mentioned at least two or three times here, it will improve your operational capability once you start understanding more about risk management professional risk management, you can say, You know, maybe we can't do that mission, we used to say no, but actually we can under these conditions, and it actually will allow you to do more with your business versus saying no sometimes, because right now, when people don't understand safety risk management they go, Well, sometimes we have to say no. And then when they

say, Well, why is that? Well, it's just too dangerous. And why... And that's where the risk management discussion comes in, let's talk about the risk and manage that risk, so you can say yes sometimes. That's my parting thoughts. Thank you again.

1:27:11.2 Dan Sweet: Thank you, Sonnie. Thank you, Jason, thank you Bob, for joining us today. The information you provided has been invaluable, it's been a great introduction to your companies for the HAI operator members who are now thinking about developing an SMS program, that was the purpose of our starting the program is to make this so open and easy for the operators to pick up, and I think you've really opened a lot of eyes with that, so gentlemen, thank you for contributing your time today, I'll invite you to go ahead and turn your cameras off, I will share the screen here right now so that people can watch, but you're welcome to actually leave and enjoy the rest of your day if you'd like. And there we go, our SMS program links, first and foremost, rotor.org/sms-program anyhow you wanna call it. That will get you to the HAI page for this program, we have videos, we have details about the individual operator or program partners, and that will be expanding... You're very shortly, we moved quickly to get this web page up and running rotor for debut@nbaabace, and so we know that we are going to be expanding it very shortly.

1:28:34.3 Dan Sweet: By the way, please use a screen capture, write these down, use your phone to get these addresses if you need to improve further information our rotor.org site also has a great FAQ page section as well, so you need the information you need on SMS programs. We hope to start there first, The Air Charter Safety Foundation, acsf.arrow a very easy, quick, easy website, Baldwin aviation, baldwinaviation.com, another website, and WYVERN has done a very specific website for us, I understand that the other companies will be getting one for us as well, and that will be on the rotor.org page, the WYVERN's

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wyvernlimited.com/sms-software/ [1:29:22.7] ____. I'll give you guys just another minute or a second or a few seconds or so to capture this information and then I will move on to the next screen to close things out today, again, I wanna offer my deepest appreciation to the Air Charter Safety Foundation and Bob Baldwin Aviation Baldwin Safety and compliance with Jason and Sonnie of WYVERN for joining us today.

1:29:48.6 Dan Sweet: Okay, to wrap up, next week, we have, demystifying copter IFR, we have a great presentation on that. That really should open a lot of eyes and help you understand how to fly and not fly in dire harsh conditions. I'm really looking forward to that one, we believe that the October 28th one will be on the aerial-photography, and we'll be bringing in some of the best magazine photographers, aviation photographers from around the world to talk about what it takes to shoot air to air and maybe how to prep your photos for the current HAI rotor photo contest as well. Feedback, we would like to... We will be sending you a survey here shortly, it might be tomorrow. We would like to get your feedback on what you liked about today's webinar and what you didn't like, what we could do different in the webinar equally. We'd always like to know what HAI can do for you.

1:30:49.4 Dan Sweet: Obviously, you told us that you wanted an SMS program, and so we responded, we do pay attention to your responses, the best way to do that is to contact Jim Viola directly at president@rotor.org. He does see every email, he does assign emails to staff or tasking, if necessary, let us know what we can do, let HAI know what we can do for the operators or to... Or for our members, if you're a service provider, we also appreciate that individuals, if there's something we can help you with, let us know.

1:31:21.9 Dan Sweet: We're always looking to try to help, and that does wrap things up for

today, we are grateful that you took time out of your schedule to either watch this live or watch the recording, and please visit rotor.org/webinar for more information on this or any other webinars. We have a great archive there until next week, we ask that you fly, say that you be safe. And we will see you next Thursday afternoon.