



presented by

**Affinity Mortgage**

**2014**

**Media Guide**

**A complete listing of “Key” events, personnel, descriptions and timing**

## **Introduction**

Greetings. This document is designed to provide you with detailed information on the planned execution of the 23<sup>rd</sup> Edition of the **Spirit of Boise-Balloon Classic**, held in beautiful Ann Morrison Park, August 27 through August 31, 2014.

While this documents basic purpose is to provide you an event time-line with details on special aspects of this years event so that you can select stories you'd like to cover, we also provide it to you in the hope of avoiding confusion or incorrect reporting. This writing will also provide you with information considered "basic" in hot air ballooning designed to assist you in the creation of your stories while covering the event.

As always, should you have any questions feel free to contact :

**Scott Spencer / Event Producer & Director**  
**Lighter Than Air America, Incorporated**  
[tigerpilot@earthlink.net](mailto:tigerpilot@earthlink.net)

**208-375-0512 (office)**

## **Key Web Sites**

[www.spiritofboise.com](http://www.spiritofboise.com)

Official Event Web Site

[www.lighterthanairamerica.com](http://www.lighterthanairamerica.com)

Ballooning web site for Scott Spencer. Site includes an area devoted to ballooning history as well as basic question and answer on ballooning. Also is the official web site for the Coca-Cola & Disney hot air balloon team(s).

## **Producer Information**

Scott Spencer, Boise native is the founder, producer and director of the Spirit of Boise-Balloon Classic. The 2014 Balloon Classic will be the 46<sup>th</sup> major event produced by Spencer in his forty-three year ballooning career.

For complete a complete media package on Scott Spencer  
Please visit :

<http://www.lighterthanairamerica.com/mediainfo.html>



## Important Notes On Ballooning

The following things seem to happen very year at Spirit of Boise-Balloon Classic causing a stir for the local media and extra work for the event staff to manage. Lets see if we can't work together to get past these on-going problems.

### 1) A Balloon Has Gone Down In The Boise River

Hot air balloons have been dipping in and out of the Boise River for forty years. Pilots absolutely love to land on the water, placing a few inches of the basket below the surface and float the river, just like those on inner tubes. It didn't crash.

When done correctly this maneuver is called a "Splash & Dash". They "splash" into the water, float for a moment then "dash" back into the sky.

When a pilot misjudges the approach into the water and makes contact a bit faster than expected balloonist's call that a "Poke & Soak". You've landed harder or faster than you wanted to, the "Poke" and as a result, you and everyone in your basket are now "soaked".

### 2) A Balloon Has Crashed On My Street

Not very likely. Balloons regularly come down in streets, backyards, front yards, driveways, vacant lots, schoolyards, church parking lots and a host of other locations.

Two important things to remember here ...

The First –

Balloon pilots (even after 200 years) are still unable to steer their balloons right and left or to move in a specific direction toward a specific destination at will.

A good pilot will tell you, "Hot air balloons are great transportation if you don't care where you go or how long it takes you to get there". No truer words have ever been spoken about hot air balloons and their operation.

Balloon pilots land on streets and other open spots because "that spot" was in the direction of flight. Wind speed and direction drives every aspect of a balloon flight.

The Second –

Simply stated, a balloon landing in a neighborhood is a fun and exciting thing for the local residents. Often times it gets them together outside their homes for the first time. Balloonists have witnessed many neighbors shaking hands for the first time after a balloon drops in. Neighborhood kids are usually "pressed into service" and made to feel special and part of the Balloon Team as they help pack the balloon away.

### **3) Weather “Words” You Might Hear at Balloon Classic**

#### **a) “The Boise Box”**

The “Box” is not unique to Boise but is certainly one of the reasons Balloonist’s are so eager to visit Boise each year.

Surface winds in the City of Boise shortly after sunrise are, generally speaking, blowing gently out of the Southeast toward the Northwest. A little higher up, because Boise is dominated by a west to east flow, winds are usually blowing from the Northwest to the Southeast. A directional change of 180 degrees.

While pilots can’t steer balloons right or left they can climb or descend to find changing winds at different altitudes to influence where the balloon flies.

Pilots fly the Boise Box by lifting off, drifting toward the west for a distance then climbing into the wind carrying them back to the east. This maneuver allows them the opportunity to often land a short distance from where they take off, to a balloon pilot, who can’t steer, the Box is a pretty cool thing.

#### **b) “Is There a Downslope ?”**

Wind is weather to a balloonist. A “down sloping” wind is a common thing here in Boise and drives our weather here in the valley.

Warm air here in the valley tends to rise into the atmosphere. Our local mountains with their cooler overnight temperatures cause air to flow towards the valley in order to quite literally replace the warmer, rising air here in the city.

If you take an early morning trip to Lucky Peak, you’ll be greeted on most days to exceptionally high winds flowing down lake toward the valley. That’s our “Downslope” in action and where those winds flow depends on the geographic terrain in the area.

#### **c) “Where’s The River ?”**

This doesn’t refer to the Boise River. It makes reference to wind “currents” in the sky.

Where our Balloon Classic pilots end up going is defined by terrain. Just like a real river of water, winds in the sky have width and depth and “it” (the wind) will flow around building, hills, trees and other obstacles.

#### 4) **“Ballooning Provides Many Powerful & Uplifting Stories ...**

If you're willing to take the time, ballooning can provide you with many exciting, powerful and uplifting stories. The people that participate in ballooning are often colorful and ready to share their story.

#### 5) **“Significant Points of Interest at the 2013 Balloon Classic”**

- a) 2014 marks the 23<sup>rd</sup> Anniversary of the first Boise River Festival balloon rally held in Ann Morrison Park.
- b) Friday August 29, 2014 will be the 109<sup>th</sup> Mass Balloon Launch from the Ann Morrison Park “Balloon Port”.
- c) 2014 marks the 43<sup>rd</sup> Anniversary of event founder and director, Boise native Scott Spencer's first balloon flight.
- d) The 2014 marks the 38<sup>th</sup> Balloon Event in Boise presented by Scott Spencer
- e) Coca-Cola is the longest running sponsor of ballooning in Boise having been a part of every balloon event produced in Boise since 1991.

### **2014 Spirit of Boise-Balloon Classic “significant event timeline”**

#### **August 27 (Wednesday) / Media Flight # 1 / “Kid's Day”**

**6:30 a.m. Pilot Briefing at Ann Morrison Pilot Briefing Tent**

**7:00 a.m. First Inflation**

We expect about 15 balloons for today's inflation. Members of the local media will have an opportunity to move from balloon to balloon (on site in the Park) and for the first time, work with multiple pilots. (and) As long as the balloons are remaining in the park, our littlest fans will have an opportunity to interact, pose for pictures in baskets and (weather permitting) take a short lift in the balloon 'on float' during “Kid's Day” activities.

Command to inflate given by Boise Mayor Dave Beiter.

## **August 28 (Thursday) / Media Day # 2 /**

**6:30 a.m. Pilot Briefing at Ann Morrison Pilot Briefing Tent**

**7:00 a.m. First 2014 Launch**

Watch for nearly 31 balloons this morning. During this flight, pilots will carry members of the local print & electronic media in what has become a tradition of sorts at Balloon Classic. Media Day # 2 always seems to be the official start of Balloon Classic with a few early arriving “guest pilots” making their first appearance of the Balloon Classic.

Command to inflate given by Idaho Governor Butch Otter.

## **August 29 (Friday) / V.I.P. Day / The 110<sup>th</sup> Mass Launch from Ann Morrison Park**

**6:30 a.m. Pilot Briefing at Ann Morrison Pilot Briefing Tent**

**7:05 a.m. Tribute Launch to balloonist's we've lost this year ...**

**7:15 a.m. Second 2014 Launch**

This is V.I.P. day at the Spirit of Boise-Balloon Classic. Person's who have contributed to making the Balloon Classic possible are on board the balloons as special guests of our pilots. (the ballooning way to say “thanks”).

Command to inflate given by Idaho Lt Governor Brad Little.

## **“Nite Glow Spectacular”**

**Glow in the Park Event, Friday Night, August 29, 2014**

**6:00 p.m. Balloons Escorted to the Park**

Pilot's are under escort by the Boise Police Department to Ann Morrison Park from the host Hotel. This ballooning parade is a favorite with pilots as they make their way to the Park for “Nite Glow” activities. This will be the 23<sup>rd</sup> consecutive parade to Ann Morrison Park through the streets of Boise.

**6:00 p.m. Live Music in Park**

**6:45 p.m. Demonstration Inflations**

Very special and unique hot air balloons are inflated prior to the Nite Glow to entertain the crowd. This year's inflations include appearances by :

## **Coca-Cola Contour Bottle Balloon**

One of the tallest balloons in the world and called “The Giant of Refreshment” this balloon is actually based in Boise and operated by Scott & Laurie Spencer’s company Lighter Than Air America. It is 185 feet tall and has a cubic foot volume of 135,000.

## **A Wizards ‘Dawn Treader’**

Scott & Laurie Spencer’s newest balloon creation will be officially introduced to Nite Glow guests as the latest addition to the Spencer ‘fleet’ of balloons. This exciting reconfigured creation was utilized by actor James Franco to deliver himself to the Jimmy Kimmel Show. It has flown at the premiere of the movie “Oz, the Great & Powerful, at The Daytona 500 and a special launch from Central Park in downtown New York City.

This balloon is considered to be a “social media miracle”, having been seen in 150 countries in the first fifteen minutes of its very first flight (at the Oz world premiere)

**7:30 p.m. Nite Glow Weather Briefing / Larry Gebert**

**8:15 p.m. Nite Glow**

Balloons cannot lift off the ground in the dark so in the event, our pilots will turn the night into day with 12 balloons lined up side by side on the launch site. Pilots will fire the burners, turning the balloons, quite literally, into 100-foot tall lanterns upon a musical cue. Usually lasts about 30 minutes.

## **August 30 (Saturday) / Governor’s Cup Competition**

**6:30 a.m. Pilot Briefing at Ann Morrison Pilot Briefing Tent**

**7:15 a.m. Third 2014 Launch**

This is “Competition Day” at the Spirit of Boise-Balloon Classic. Pilots will be assigned a navigational task to challenge their flying skills and the winning pilot will be awarded the “Governor’s Cup for Aviation Excellence”.

It is also true that during today’s competitive task, that several “porta potties” may be utilized as targets as Balloon Classic pilots once again play one of their favorite games when visiting Boise, “Porta Potty Bowling”.

Guest are always urged to select their portable toilets carefully before entering !

**August 31 (Sunday) / “Last Dance” – The “GREAT LAUNCH”**

The fifth and final day of flying for the 2014 Spirit of Boise-Balloon Classic.

In an attempt to provide local photographers with the perfect “Boise & Ballooning” photo, we’ll once again attempt our “Great Launch” from Ann Morrison Park.

Our goal is to put all fifty balloons into the sky in just two minutes creating a ‘stack’ of colorful balloons over the park with our beautiful cityscape in the back ground.

Weather conditions must be near perfect for producers to successfully (and safely) execute this launch. Anything less than perfect weather will require us to revert to a standard “launch controlled” lift off.

**6:30 a.m. Pilot Briefing at Ann Morrison Pilot Briefing Tent**

**7:15 a.m. Fourth 2014 Launch**

This is last scheduled event at the 2014 Spirit of Boise-Balloon Classic.

**Spirit of Boise Balloon Classic 2015, 24<sup>th</sup> Edition  
will make its first launch on August 26, 2015**