



Presented By 

2018 Media Guide

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

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Introduction

Greetings. This document is designed to provide you with detailed information on the planned execution of the 28th Edition of the **Spirit of Boise-Balloon Classic**, held in beautiful Ann Morrison Park, August 29 through September 2, 2018.

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 and 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
208-375-0512 (office)

or for media credentials

Kevin Godwin
Town Square Media
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Official Event Name :

The Spirit of Boise Balloon Classic presented by Cap Ed Credit Union

(or)

The 28th Annual Spirit of Boise Balloon Classic presented by Cap Ed Credit Union

Key Web and Social Sites

www.spiritofboise.com Official Event Web Site

www.lighterthanairamerica.com History of Ballooning pages

Spirit of Boise Balloon Classic (Facebook)

Scott and Laurie Spencer's Adventures in Ballooning (Facebook)

Producer Information

Scott Spencer, Boise native is the owner/founder, producer and director of the Spirit of Boise-Balloon Classic. The 2018 Balloon Classic will be the 65th major event produced by Spencer in his forty-seven 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 nearly fifty 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 ...

1)

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.

2)

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 among the most diverse in any sport and they are often colorful and ready to share their story.

Significant Points of Interest at the 2018 Balloon Classic

- a) 2016 marks the 28th Anniversary of the first Boise River Festival balloon rally held in Ann Morrison Park.
- b) Friday August 31, 2018 will be the 129th Mass Balloon Launch from the Ann Morrison Park “Balloon Port”.
- c) 2018 marks the 47th Anniversary of event founder and director, Boise native Scott Spencer’s first balloon flight.
- d) The 2018 Balloon Classic will be the last flown from Ann Morrison Park.
- 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.

2018 Spirit of Boise-Balloon Classic “event timeline”

August 29 (Wednesday) / Media Flight # 1 / “Kid’s Day”

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

7:15 a.m. First Inflation / 20 Balloons to Tether

We expect about 20 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.

Kid’s Day activities will conclude at approximately 9:15 a.m.

August 30 (Thursday) / Media Flight # 2 / “Media Day”

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

7:00 a.m. First 2018 Multiple Balloon Launch

Watch for nearly 30 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” 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. The event’s 128th Launch from the Park.

August 31 (Friday) / V.I.P. Day /

The 129th 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 friends we’ve lost this year ...

7:15 a.m. Second 2018 Multiple Balloon 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”).

(Friday Continued)

“Nite Glow Spectacular”

Glow in the Park Event, Friday Night, August 31, 2018

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 28th 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 planned to be inflated prior to the Nite Glow to entertain the crowd. This year’s inflations include appearances by :



“Speed Bird”, from Scott Spencer’s Lighter Than Air America fleet will make his third appearance at the Spirit of Boise Balloon Classic. Take a careful look at “Speedy’s” eyes, you’ll see his pal in them.



“**Buddy Beaver**” visits Balloon Classic for the first time in 2018 from his home in Bozeman, Montana.



The newest Boise based special shape balloon in the Spencer’s fleet is from creator Libra Balloon’s of Sao Paulo, Brazil “**Baby Kar**”.

(Continuing with the schedule)

7:15 p.m. Children’s “Happy Dance” at the ‘CapEd Flyer’ Balloon

7:40 p.m. Nite Glow Weather Briefing / Larry Gebert

8:15 p.m. Nite Glow (time approximate / dusk)

Balloons cannot lift off the ground in the dark so in the event, our pilots will turn the night into day with our largest “Nite Glow Spectacular” ever, 25 balloons lined up side by side on the launch site. You simply have to see it if you’ve never seen a balloon glow.

September 3 (Saturday) / Governor’s Cup Competition

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

7:15 a.m. Third 2016 Multiple Balloon 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 !

September 4 (Sunday) / “Last Dance” – The “GREAT LAUNCH”

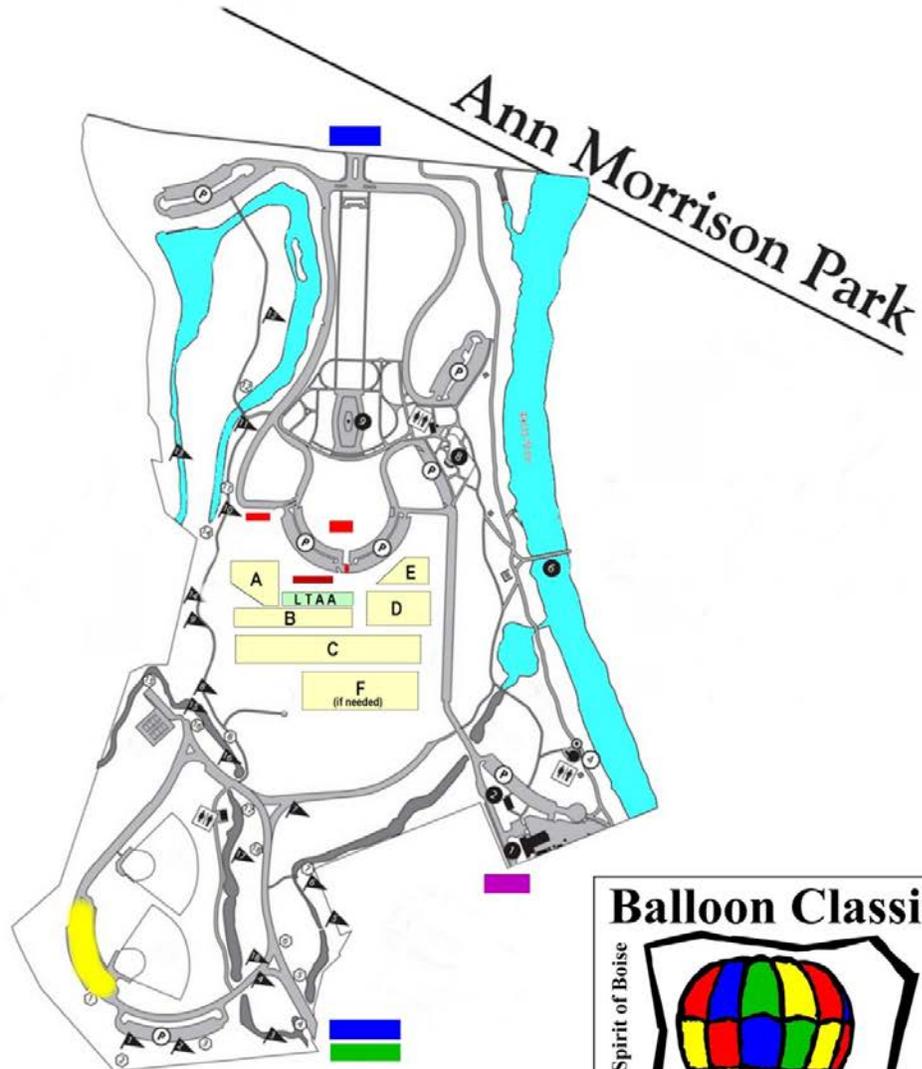
The fifth and final day of flying for the 2018 Spirit of Boise-Balloon Classic.

Based on the success of last years “Great Launch” (fifty balloons off the ground in 30 seconds) We will once again attempt to provide local photographers with the perfect “Boise & Ballooning” photo from Ann Morrison Park.

Our goal is to (once again) put all the balloons into the sky in under one minute, creating a ‘stack’ of colorful balloons over the park with our beautiful Boise cityscape as the back ground.

Special Shape Balloons will not, repeat **NOT** participate in the “Great Launch”.

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.



- Pilot / Media Briefing & Hospitality
- Balloon Launch Area
- LTAA "Drone Zone"
- Guest Parking
- Crew Parking
- Sponsor, Media, Vendor Parking
- Balloon Re-Fueling Area



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All Parking Areas Available on a "First Come" Basis

"Nite Glow Spectacular" Layout



Parking at "Nite Glow Spectacular" First Come First Served

DIGITAL INSTRUCTION :

The user should be able to “right click and save” the map images for use in your stories or packages. Should you have any challenges in doing so please contact Scott Spencer at :

tigerpilot@earthlink.net

FINAL COMMENTS :

Thank you for taking the time to review the material we have included in this years “Media Guide”. Communication and sharing of knowledge is always the key to fair and accurate reporting. We look forward to working with you and assisting in any was possible with your reporting or the building of your Balloon Classic ‘package’

Finally, special thanks from the producer to Capital Ed Credit Union for taking the lead in presenting the Spirit of Boise Balloon Classic as a gift to the community and insuring that this iconic tradition continues. Thank You so much for your support.

To Kevin Godwin, Pete Mills, Todd Christensen and the Lighter Than Air America Balloon Classic staff and volunteers; you know it couldn’t be done with out you !

Enjoy the 28th Celebration of Ballooning in Boise

