

### Best article/best ad

**Sep 07: 'Getting to know EMAS' by Steve Oetzell named best article. Honeywell guides its way into top mfr award spot. Castle & Cooke wins service honors. Flightcraft named fractional ad favorite.**

Best ad announcements are based on voting by Professional Pilot subscribers using the product inquiry card. Ads earning the most votes are named best ad of book.



#### Best Article

**Getting to know EMAS—operational considerations for flightcrews flying into airports equipped with new arresting system.**

Answering the need for sufficient areas around runways in case of undershoots, overshoots or excursions from the runway, FAA established the engineered materials arresting system (EMAS). Oetzell provides some operational tips for pilots.

#### Best Manufacturer Ad Honeywell Avionics

**Product:** Honeywell supports improved situational awareness with its Primus Epic, Primus Apex, EGPWS, Integrated Primary Flight Display (IPFD) and Runway Awareness Advisory System (RAAS) products.

**Design credit:** Creative team at Bailey Lauerman based in Lincoln NE.



#### Best Service Ad

##### Castle & Cooke Aviation

**Product:** Full service FBO based at HNL (Honolulu, Oahu HI). Castle & Cooke also has bases at VNY (Van Nuys CA) and PAE (Everett WA).

**Design credit:** Rick Janisse, Candace Pearson and Ross Young of the Van Nuys facility of Castle & Cooke, along with Mike Diehl of Mike Diehl Design of Glendale CA.

#### Best Fractional Ad

##### Flightcraft

**Product:** Papé-owned Flightcraft offers fueling, aircraft management and authorized Cessna Citation service. They operate 2 bases—one at EUG (Eugene OR) and the other at PDX (Intl, Portland OR).

**Design credit:** Papé Gen Mgr & VP Jordan Papé based in Portland OR and the creative team at Adams, Hull + MacCluer Ad Agency of Eugene OR.

