



MEDIA GUIDE 2012

HOT AIR BALLOON FESTIVAL

EVENINGS—JULY 13—FRIDAY - 4-10:30 PM - WITH FULL FESTIVAL

JULY 14—SATURDAY- 4-10:30 PM - WITH FULL FESTIVAL

MORNINGS—JULY 14—SATURDAY - 7-11 AM - WITH PANCAKE BREAKFAST

JULY 15—SUNDAY - 7-11 AM - EVENT ENDS AFTER MORNING FLIGHT

EVENT - 513-705-1770 - MEDIA RELATIONS - 513-649-4506

INFO@OHIOCHALLENGE.COM

WWW.MIDUSAOHIOCHALLENGE.COM



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On-Site Activity Policy—Booth/Literature/Campaigning

All booth activities are confined to within 5 feet of the booth. No hawking or accosting guests. Guests will approach a booth or ask for literature if they wish.

No sales or political activity may be conducted by walking around the event site. No soliciting permitted on the grounds.

Political candidates who wish to attract voters may walk around the site wearing “tasteful” t-shirts or badges proclaiming their cause or candidate but may not accost people to elicit votes or support. Appropriateness of shirts and badges will be at the sole discretion of the event management. While MidUSA Ohio Challenge certainly supports local non-profit agencies and many committee members personally support various local causes, the organization does not provide booth space to promote any of those groups and allows only higher level sponsors the opportunity to promote their product or cause on site.

Pet Policy

While service animals and well-controlled pets on leash are welcome in the park, owners should know that their pet's behavior and waste is their responsibility. Because the sound of balloon burners, particularly in large numbers, is particularly bothersome to many animals, we recommend that easily excited animals may be more comfortable at home in their familiar surroundings.

Admission Policy

MidUSA Ohio Challenge charges a minimal \$4 adult admission fee to those who choose to walk into the event site (Children under 13 are admitted free.) The \$4 is a very low admission fee for an event which provides fireworks, laser light shows, top entertainment, hot air balloon launches, skydiving demonstrations, classic car show, Indian Village and balloon glows without additional charge. For those who choose, parking is available (\$10 per vehicle) at the airport entrance off Germantown Road with free shuttle service to the event and free admission for all occupants of the vehicle. RV & Bus parking is available \$20. Two Day RV Parking \$40.

The admission revenue is used to help defray the costs of presenting the event and eases the burden on sponsors who support one of the most spectacular events in SW Ohio. Each year, a portion of the proceeds from MidUSA Ohio Challenge is directed to local non-profit organizations who help present the event --directing traffic, site clean up, gate attendants, etc.

It's not just hot air!

10th Annual

MidUSA Ohio Challenge

July 13-14-15, 2012

Middletown, Ohio

Hot Air Balloon Competition-Skydiving-Balloon Glows
Fireworks-Laser Light Show-Circus Aerial Acrobatics
Car Show-Tethered & Full Balloon Rides-Arts & Crafts
Carnival-Fluff & Puff Cold Air Balloon Walk—Music
Festival Foods..... and much more!

Times:

Friday July 13/Saturday July 14 – 4-10:30 pm

Saturday July 14/Sunday July 15 - 7-11am

NOTE: Festival ends after Sunday morning flight

Balloon Flights: Competition balloons, Balloon Rides, Fiesta
Balloons and Special Shapes. Weather permitting, early am &
pm flights. Friday & Saturday evening balloon glows

Skydiving: Team Fastrax Skydiving presents
breathtaking skydiving demonstrations

Fireworks: Friday evening

Laser Light Show: Friday and Saturday evenings

Music: Free outdoor entertainment on the stage

Car Show: Saturday Classic Car Show

Arts & Crafts: The finest of midwestern artisans

Air Rides: Helicopter, tether & full balloon rides, tandem skydives

Festival Foods: Festival food vendors bring a wide variety of
choices to the midway. Soft drinks and beer available

Breakfast: Saturday morning pancake breakfast

Cost: Early morning activities – FREE Admission

Fri & Sat 4-10:30 pm - \$4 Adult Walk-in Admission

Kids 12 and under FREE OR \$10 per carload w/Free shuttle

RV & Bus parking on site - \$20 per day

No water/sewer. Limited electrical hook ups available

Parking: All public parking (\$10 per vehicle) at the airport with
free shuttle and free admission to event. Airport entrance off
SR4, turn on Airway next to Frisch's, 1800 Germantown Road

Contact: Media Information -Ann Mort-513-649-4506

Rmort@cinci.rr.com

Festival Contact –Paula Hale-513-705-1770

info@ohiochallenge.com www.MidUSAOhioChallenge.com

1500 Central Avenue, Middletown, OH 45044

Directions: I-75/Exit 32. Follow the signs to Middletown Regional
Airport. Middletown is mid-way between Dayton and Cincin-
nati, just off I-75 with easy access to many area attractions.
Parking entrance at 1800 Germantown Road (near Frisch's)
SR4 North





Schedule July 13-15, 2012



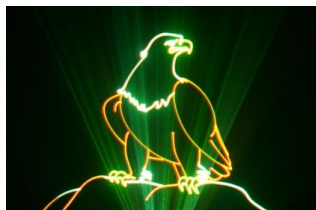
Rob Otto is a professional balloon event announcer who also writes a regular sports column at www.MLive.com. In his day job, Rob is Sports Director at ESPN Detroit 1090-AM .

Pre-Event:

Balloon practice flights
Skydiving training jumps

Throughout the weekend:

Tandem skydiving jumps
3x3 AshKicker Basketball Tourney
At JET Hangar on Airport
Balloon Rides
Arts & Crafts
Trackless Train
Festival Foods
Indian Village
Baker Bowl Skate Park
Playground/Splash Pad
Rob Otto- Announcer



Friday-evening July 13

4pm Park Opens- Park at airport
\$4 Adult Walk-in Admission (12 and under free)
OR \$10 per carload w/free shuttle
Premium On-Site Parking w/Admission \$20

4-9 Circus Aerial Acrobatics
4-10 Murray Bros Carnival Rides
5:30-9:30 The Skallywags—classic rock and new country
6 Opening Ceremonies – Rob Otto
Rick Gibbs—National Anthem
Team Fastrax – Skydivers bring in American Flag
Native American Ceremony

6:45-9 Tethered Balloon Rides
By Gentle Breeze-weather permitting
\$10 Adults, \$5 Kids (under 12)

7-8 Balloon Rides from site—weather permitting
7-8 Balloon Launch from site - weather permitting
7-9 Fluff & Puff – Walk thru cold-air inflated balloon
Greg Rolph and Mark Frazer

8 Team Fastrax – Skydivers
9:15 Balloon Glow
9:45 Laser Light Show
10:15 Fireworks by Selection.com
10:30 Park Closes

Saturday-morning—July 14

6:45am Park Opens
Free Admission/Parking Inside the Park

6:45-9 Tethered Balloon Rides-Gentle Breeze
weather permitting
\$10 Adults, \$5 Kids (12 and under)

7-8 Balloon Rides from site—weather permitting
7 Balloon Launch
Competitors fly into festival site

8-10:30 Pancake Breakfast
by Midd. Christian Schools Foundation &
MCS National Honor Society

11 Park Closes

Saturday-evening—July 14

4pm Park Opens
\$4 Adult Walk-in Admission,
(12 and under free)
OR \$10 per carload w/free shuttle
Premium On-Site Parking w/Admission \$20

4-8 Wendy's Classic Car Show
4-9 Circus Aerial Acrobatics
4-10 Murray Bros Carnival Rides
4-10 LunaMan WGRR DJ
4 Team Fastrax - Skydivers
4:30 Team Ohio Rocketry Club Demo
5 Team Fastrax - Skydivers
6 Team Fastrax - Skydivers
6:45-9 Tethered Balloon Rides
By Gentle Breeze-weather permitting
\$10 Adults, \$5 Kids (under 12)

7-8 Balloon Rides from site—weather permitting
7-8 Balloon Launch from site - weather permitting
7-9 Fluff & Puff –Walk thru cold-air inflated balloon
Greg Rolph and Mark Frazer

8 Team Fastrax – Skydivers
9:15 Balloon Glow
9:45 Laser Light Show
10:15 Team Fastrax Pyrotechnic Skydive
10:30 Park Closes

Sunday-morning—July 15

6:45 am Park Opens
Free Admission/Parking inside Smith Park

6:45-9 Tethered Balloon Rides-by Gentle Breeze
weather permitting
\$10 Adults, \$5 Kids (12 and under)

7-8 Balloon Rides from site-weather permitting
7 Balloon Launch
Competitors fly into festival site

11 Park Closes

**EVENT ENDS AFTER
SUNDAY MORNING FLIGHT**





PRIMARY SPONSOR

MidUSA Credit Union*



PLATINUM+

Middletown Community Foundation*



PLATINUM

AT&T Real Yellow Pages

Chamber of Commerce serving Middletown, Monroe, Trenton*



City of Middletown*



Middletown Convention & Visitors Bureau*



Selection.com/StartSkydiving.com

In Memory of Janet & Perry Thatcher



GOLD+

Middletown Regional Airport Hook Field



GOLD



Digital Visuals George E Kuhn & Co Meijer

Middletown Journal/Cox Media Group Ohio* Wendy's



SILVER

- AAA Ohio Auto Club
- Alliance Printing Company
- Atrium Medical Center
- Bern's Garden Center
- Butler County Visitors Bureau
- Cincinnati State
- Dillman's Foods*
- Farmers Insurance Group
- Garden Manor Retirement Village
- GFS –Gordon Food Services
- Grace Baptist Ministries
- Hot Head Burritos
- Huhtamaki, Inc
- Kleingers & Associates
- LeafFilter Gutter Protection
- Miami University Regionals
- MidPointe Library System
- Otterbein Senior Lifestyle Choices
- SmarTravel LLC

BRONZE

- AK Steel
- Clark, Schaefer, Hackett & Co*
- Cohen Brothers*
- Evertz Technology Service
- Miller Coors*
- OmniCom Solutions Group*
- Rittenhouse Senior Living of Middletown
- Rumpke
- Summit Family Physicians
- Sun Coke
- United Way of Greater Cincinnati-Middletown Area

CORPORATE BALLOONS

- Atrium Medical Center
- Bella Balloons
- Gentle Breeze
- IMTS-International Manufacturing Technology Show

SPECIAL THANKS

- Butler County Recycling & Solid Waste District
- Charlie Mays, Jr, Hertz Rentals, Martin Excavating
- Prime Time Party Rental, TV Middletown*, Donatos



SUMMIT FAMILY PHYSICIANS

2012 Food Vendors

A&S Concessions –Trailer*
 A&S Concessions –Café*
 American Legion, Post 218*
 Art of Refreshment*
 Charlie's Grilling Service*
 China Rainbow
 D Fish D Chicken
 Fun'l Frenzy
 Hamburger Wagon*
 Just Q'in Barbeque
 Keller Catering
 Kona Ice
 Maggie's Concession*
 Middletown Senior Center
 Middletown Youth Soccer*
 Mediterranean Foods*
 N&H Concessions Kettle Corn
 Natalie's Concessions
 No. 2 Son's Catering
 Nuts and Such*
 Pizza Tower*
 SMD Concessions
 Sunshine Concessions
 Turkish Grill*
 Waffle World

Partial Menu

French Fries, Ribbon Fries, Cheese Fries, Chili-Cheese Fries, Hot Dogs
 Philly Cheese Steaks, Sirloin Steak Sandwich, Fried Bologna, Turkey Leg
 Hot Dogs, Hamburgers, FF, Polish Sausage, Oreo Cookies
 Spring Berry Water
 Oinker Baked Potato, BBQ pulled Pork, , Loaded Nachos, JoJo Fried Potatoes, Pork Chops
 Egg Roll, Crab Rangoon (Cream Cheese Wonton), Teriyaki Chicken w/ Rice
 Fried and Grilled Fish and Chicken, Fries, Slaw, Hot Dogs, Cheese & Chili Fries,
 Funnel Cakes w/variety of toppings, Deep Fried Oreos
 Old Fashioned Sliders (Hamburgers with Pickle, Onion), Chips
 Ribs, Pulled Pork, Chicken, Cole Slaw, Baked or Green Beans, Mashed Potatoes
 BBQ or Grilled Chicken Sandwich, Boneless Pork Chop Sandwich, Brats,
 Shaved Ice, Pre-Packaged Ice Cream
 Fresh Squeezed Lemonade, Bottled water
 Walking Tacos, Whoopie Pie, Apple Dumplins, Cupcakes, Cookies, Snickerdoodles
 Pepsi Products, Water, Gatorade, Energy Drinks
 Greek Salad, Gyros Sandwich, Chicken Greek Salad, Brochettes, Sausage,
 Kettle Corn
 Funnel Cakes, Sugar Waffles, Sno-Kones, Pretzels, Nachos, Cotton Candy
 Pretzel Deli Sandwich Combo, Sausage Deli Sandwich Combo, Variety of Salads,
 Cinnamon Roasted Almonds or Pecans, Lemonade Shakeup,
 Pizza by the Slice, Toasted Ravioli, Drinks (Coke, Diet & Sprite), Breadsticks
 Italian Ices, Apple Flappins, Banana Cabanas, deep-fried pickles, asparagus fries
 Soft Serve Ice Cream, Funnel Cakes, Funnel Cake Sundaes
 Gyro, Turkey Leg, Italian & Polish Sausage, Philly Cheesesteak, Chicken Tenders,
 Hot Waffle and Ice Cream Sandwiches, Chocolate Dipped Cheesecake on a Stick,
 * Beverages (Non-Alcoholic Only)



Arts & Craft Vendors

Discover Balloons
 Handmade Treasures
 Diane Farnham
 Ray Starr
 Usborne Books
 Adorable Adornments
 Cincinnati Pottery
 Funky Fedoras
 Clever Girls Boutique
 Stitched with Family Ties
 Dobbins Designs
 Henry Morales
 Scentsy
 J Dolls Pets
 Stonefancy
 Wendy Harphant
 Carol Jackson
 Very Vine Creations
 Big Jon Paracord

Lots of Hot Air Balloon Gifts
 Baby quilts, bibs, baby books, table runners & mats.
 Magnetic jewelry, tins and headbands
 Handmade wooden toys
 Educational Children's Books
 Jewelry, purses, home décor items
 Handmade pottery items
 Funky Fedoras (crazy hats), Neck "koolers", face painting
 Hair Bows and Accessories, headbands, knit hats
 Childrens Teepees, appliqued t-shirts, sweatshirts
 Graphic Design T-Shirts, bags & buttons, Teddy Bear
 Indian items -dresses, sweaters, instruments for kids
 Wax Warmers, Wax Scents, Scent Circles
 Handmade Fleece Stuffed Animals
 Handcrafted wire wrapped gemstone jewelry
 Make your own sand art project
 Psychic
 Hand Decorated Lighted Wine Bottles and Trays
 Handmade items made out of paracord

Albuquerque, NM
 Cincinnati, Ohio
 Cincinnati, Ohio
 Hamilton, Ohio
 Fairborn, Ohio
 Cincinnati, Ohio
 Cincinnati, Ohio
 Middletown, Ohio
 Cincinnati, Ohio
 Cincinnati, Ohio
 Trenton, Ohio
 Castine, Ohio
 Troy, Ohio
 Springdale, Ohio
 Milford, Ohio
 Mason, Ohio
 Dayton, Ohio
 Goshen, Ohio
 Cincinnati, Ohio

Making it Happen.....

2012 Committee

Executive Committee:

Chair-Maria Langendorf

Event Manager-Paula Hale

Treasurer-Scott Richardson

Past Chairs/Operational Logistics:

-Rodney Hale

-David Pearce

-Dan Sack

Past Chair/Pilot Services-

-Ginger Bruggeman

Balloon Pilots-Dr. Mark Frazer

Guest Relations - Anna Pruet

Site Management - Brad Short

Publicist-Ann Mort*

Committee Chairs:

Arts & Crafts - Lisa Pearce

Business Office - Richard Mort

Car Show - Larry Herron

City Public Works Liaison - Ron Phelps

Command Center - Doug Hale

Data Collection - Frances Sack

Food Vendors - Matthew Dixon

Hospitality Tent - Carole Schul

Landowner Relations - Walter Leap

Parking - Jim Griffith

Police - Lt. Leeann Hood

Signage - Debbie & Jim Edwards

Skydivers/ Team Fastrax - David Hart/Gene Newsom

Social Media—Sara Pruet

Sponsors - Kathie Wassenich/Sheree Garrett

Transportation - Joe Wittman

Non Profit Partners

MidUSA Ohio Challenge takes great pride in helping raise funds for the projects of local non-profit organizations.

Several groups provide food and services during the event.

American Cancer Society-Relay for Life Monroe/Middletown

Butler County Sheriff's Office Explorer Post

Children's Miracle Network benefitting

Cincinnati Children's Hospital—Liberty Campus

Falcon Lacrosse Parents

Knights of Columbus

MCS National Honor Society

Middletown Christian Schools Foundation

Middletown Magic Soccer

Middletown Performing Arts Academy

Middletown Police Explorer Post

Middletown Professional Firefighters Local 336

Middletown Youth Soccer

Southern Singers - American Indians

Trenton Cruisers Car Club

USO

Air Show Officials

Event Air Boss - Tom Speilmann

Competition Director - Maury Sullivan

Competition/FAA Liaison - Sean Askren

Staff Coordinator - Lynn Sullivan

Safety Officer - David Troutman

Asst. Safety Officer - Mark McSkimming

Weather Officer - Allen Yost/Millersville University

Chief Scorer - Lynn Sullivan

Remote Targets -

Bob & Jan Pattison

Allen Yost

Harlan Adrick

Vickie Withrow

Pat Smoot

Dottie Humbert

Mike Tuten

Jim Diebal

Judy Tudor

Michelle Moody

Susan Joseph

Kristi Withrow

Dave Endres

Tom Warner

Debbie Ittel

Brenda Withrow

Jim & Georgene Dieball

Mark McSkimming

Cyndney Sue Jones

Jeff Conrad

Dylan Meyers

Georgene Voutila

Monica DuShane

Landowner Relations - Walter Leap

Field Announcer - Rob Otto

Technical Support Officers-Lynn Sullivan

Dave Endres

Skydivers - David Hart/Gene Newsom

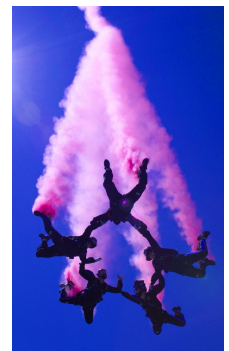
Team Fastrax Professional Skydiving Team

Start Skydiving is based at Hook Field/ Middletown Regional Airport. Team Fastrax is the most professional skydiving team in the world. The team will demonstrate breath-taking moves in the sky and in the landing zone where guests

on the MidUSA Ohio Challenge grounds can meet and talk to the skydivers after every jump.

Many of the team members are world and national champions in their particular specialty, with thousands of jumps each. All are truly professional in their safety measures and all aspects of their operation. Visit with the team at their tent and watch as they prepare to do it all again.

You can experience the thrill of tandem skydiving before, during and after the Ohio Challenge. For more information, visit www.startskydiving.com.



2012 MidUSA Ohio Challenge Balloon Pilots

Middletown hosted the U.S. National Hot Air Balloon Championships in 1992, 1993, 1994. For the next several years, residents kept asking when the balloons would return. In 2003, the MidUSA Ohio Challenge (formerly MidFirst) began with 30 balloons and a small ground festival.

2012 marks the 10th anniversary of the event which now involves 40+ hot air balloons and a full ground festival. The MidUSA Ohio Challenge has become a premier event in Butler County and is a part of family, group and reunion plans. The public/private partnership and many grants and sponsorships make the event friendly to family budgets.

Participating hot air balloons are all flown by licensed balloon pilots and will take to the skies in the Middletown area, weather permitting, per the schedule in this program. Balloons can fly only when the air currents are less than 10 mph aloft. Conditions for hot air balloon flights generally are only in the time immediately after sunrise until about 9am and again in the evening from about 6pm to official sunset when all balloon craft must be on the ground. (Even when balloons cannot fly, there is still much to see and do at Smith Park in Middletown.)

Balloons flicker in the night like giant fireflies

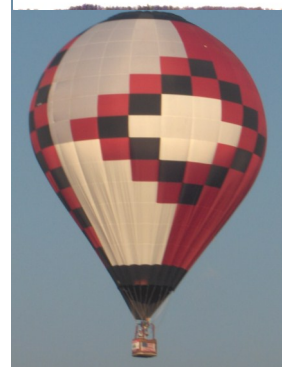
After dark on Friday and Saturday nights, weather permitting, many of the balloons will “glow” on site for the guests in Smith Park topped off with a Laser Light Show and, on Friday, Fireworks!



1 NIKE
Nicholas Donner
Louisville, KY
**2011 & 2009
Champion**



2 Arrhythmia
Rick Cusick
Lima, OH
2005 Champion
2nd—2011
2011 State of Ohio
Champion



3 Acolus
Chase Donner
Atlanta, GA
3rd in 2011



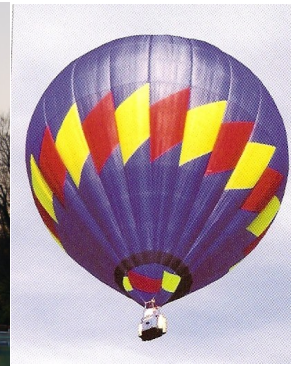
4 Celtic Cross
David Troutman
Louisville, KY
2010 Champion



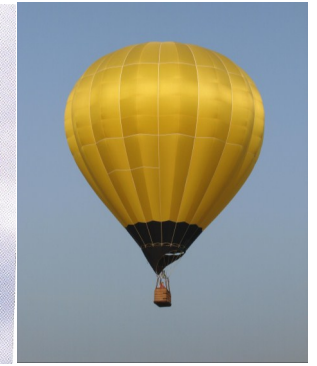
5 Lindy
Scott McClinton
Prospect KY
2007 Champion



6 Atrium Medical Center/
BOHICA
Sean Askren
Middletown, OH



7 Tumbleweed
Jeff & Sandy Barlett
Mentor, OH



8 Sunshine
Meredith Bennett
Hilliard, OH



9 Who Cares
Jim Birk
Defiance, OH



10 Conglomeration
Zach Burgess
Maineville, OH



11 Superfluous
Larry Coan
Livonia, MI



12 Bolt
Jim Cusick
Marysville, OH



13 Still Contagious
Ken Draughn
Burlington, NC



14 Second Wind
Michael Emich
Akron, OH
3rd-2009 & 2010



15 IMTS
Int'l Manufacturing
Technology Show
Patrick Fogue
Columbia, MO



16 Release
Dr. Mark Frazer
Middletown, OH



17 Smiley
Michael Gliatti
Lebanon, OH



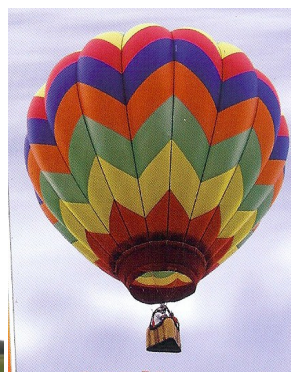
18 Wind Trek
Rick Kohut
Louisville, OH



19 New Horizons
Jim Makowski
Chagrin Falls, OH



20 Rainbow Maze
Charlie Mays, Jr
Ryland Heights, KY



21 Miss Niagara
Charlie Mays, Sr
Williamsburg, OH



22 Tuscan Sunrise
William Meserth
Springboro, OH



23 Lil' Angel
Ben Miller
Louisville, OH



24 Eclipse
Greg Miller
Brunswick Hills, OH



25 Big Red
A J Nels
Beavercreek, OH



26 Tarheel Racer
Sam Parks
Statesville, NC



27 Special Purpose
Jeff Pestun
Zeeland, MI



28 Huckleberry
Paul Petrehn
Howell, MI



29 Fast & Serious
Shawn Raya
Oxford, MI



30 Hot Flash
Socrates Rettos
Liberty Twp, OH



31 Indian Summer
Bob Rhodenbaugh
Cincinnati, OH



32 H.E.R.B.
Shannon Rote
Doylestown, OH



33 Balloon
Travis Vencel
Bloomington, IN



34 Legal Eagle
Ted Watts
Meadville, PA



35 Mariah
Mark Yeakle
Springboro, OH

Non-competition Fiesta Balloons

will fly with the competitors for the first time this year.



36 Maybe
Dan Steeley
Beavercreek,



37 Suncatcher
Daniel McCormick
Lebanon, OH



38 Destiny
Brian Graham
Loveland, OH

Balloon Rides



39 Bell'Aria
Ron Terranova
Fairfield, OH
2004 Champion



40 Tiny
Brian Trapp
Oregonia, OH



41 Bella Vista
Rob Konkus
Lebanon, OH



42 Houser
Jim Knepper
Cincinnati, OH

Tether Balloon Rides



43 Thriller
Dan Keith
Hamilton, OH



44 Lady Blye
Laurie Givin
Cincinnati, OH

MidUSA Ohio Challenge Hot Air Balloon Festival Past Champions

2003 - No Champion - Very few competitive tasks could be flown due to bad weather.

2004 - Ron Terranova - Fairfield, OH

2005 - Rick Cusick - Lima, OH

2006 - James Wannemacher - Middletown, OH

2007 - Scott McClinton - Prospect, KY

2008 - Robert Mihaly - Lakewood, OH

2009 - Nicholas Donner - Indianapolis, IN

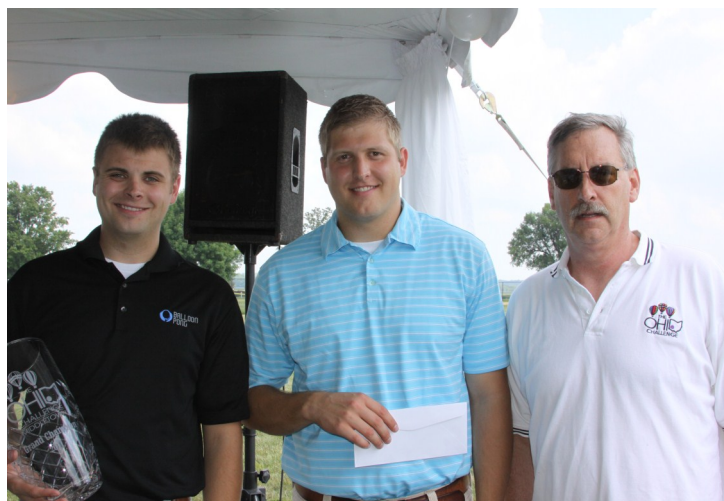
2010 - David Troutman - Louisville, KY

The top three competitors from the previous year are given the first three banner numbers.

2011- 1st Nicholas Donner—left below

2nd Rick Cusick—right

3rd Chase Donner—center



Spirit of the Challenge Award

The award began in 2010 – the 8th Year of the Ohio Challenge Hot Air Balloon Festival. The Spirit of the Challenge Award is given to an individual or group demonstrating enthusiasm, hard work, creativity and/or outstanding effort in support of the Ohio Challenge event chosen by the Executive Committee.

Winners:

2010 Winner—James Wannemacher, Balloon Pilot/Executive Committee

2011 Winner—Brenda Withrow, Scoring Team Member/Local Liaison

Balloon Lingo - Talk the Talk

To enjoy any sport, it always helps to understand the terms used by those who are involved.

- **Baggie**—a 3 1/2 ounce bag of sand, rice, beans or corn meal dropped by the balloon pilots to hit a target on the ground. Closest to the center of the 30 foot “X” wins the most points for that task.
- **Basket**—the part that carries the pilot and passengers. Most are made of woven rattan with a plywood bottom.
- **Balloon Glow**—While balloons fly only during the daylight hours, they often gather after dark to use their propane burners as huge night lights, causing their balloons to “glow.” The balloons are tethered to the ground (or the bumper of their chase vehicle) and act like giant “fire flies” as their lights twinkle in the dark.
- **Chase Vehicle**—the van or truck following along on the ground as the balloon flies overhead. The crew helps the balloonist when launching or landing. No balloon goes out without a chase crew.
- **Envelope**—The large balloon part of the craft. Made of rip-stop nylon or polyester, it lasts about 500 flying hours. It is made of the same material as parachutes and can serve the same purpose, if needed.
- **Helium**—An inert gas used by balloon pilots for the small “pibal” balloons they release prior to a flight to judge the wind directions aloft. Sometimes pilots use a stream of shaving cream when in the air to judge the wind direction below them.
- **Kissing**—When two balloons bump in the air.
- **Load Tapes**—Straps of fabric running vertically and horizontally on the balloon envelope. They support the weight of the basket and passengers.
- **Marker**—A baggie after it is on the ground.
- **Pibals**—Two or three small helium-filled balloons released prior to flight to test the winds.
- **Propane**—Gas used to fuel the open flame burner which heats the air that keeps the balloon in the air.
- **Splash and dash**—A method used by balloonists to change direction. Touching down on a body of water and then immediately lifting off again will often change the direction of flight.
- **Tether**—A thick rope that keeps the balloon attached to its chase vehicle. Often pilots will give “Tether rides” taking passengers up just the length of the rope and then back to earth.



Ballooning is an Old Sport—with a Modern Twist

Ballooning is an ancient sport. It's been going on for over 2,000 years, beginning in 300BC when the Greek mathematician Archimedes determined the principle of ballooning—the idea that less dense air will rise and heated air expands which makes it less dense. Humans first took flight in balloons about 800 AD. The early pilots were caught flying over Lyons, France and were called sorcerers and put to death. In 1783, brothers Joseph and Etienne Montgolfier tested a theory that smoky hot air would lift a payload by sending a sheep, a chicken and a duck on a short hot air balloon flight. The sheep kicked the chicken and broke its wing, hence the first hot air balloon accident. The first American balloon flight was January 9, 1793 over Philadelphia. Pilot Jean Pierre Blanchard carried a letter from George Washington, a permission slip of sorts, in case he landed in unfriendly territory.

Balloons were used as observer aircraft during the Civil War and by Napoleon's Army, for the study of atmospheric conditions, and for the first aerial photographs of the US. In the 1950s, recreational balloon flights became popular. For three years, 1992-1993-1994, the US National Hot Air Balloon Championships were held in Middletown.

Balloon Competition Tasks

- Competition tasks may be one or a combination of two or more challenges for balloon pilots during a single flight. Many target areas will be set at roadway intersections unobstructed by trees or power lines.
- PDG—Pilot Declared Goal—Each pilot selects a map coordinate as a personal goal. The pilot writes the map coordinates and a description of the goal and turns it in to the race officials before the flight begins. Pilots then launch all together from the same area and attempt to reach their personal goal to throw their markers as near that goal as possible.
- JDG—Judge Declared Goal—All pilots launch from the same general area with boundaries set by the officials. Each pilot will attempt to reach the same target and many will arrive at the same time to jockey for position.
- MJDG—Multiple Judge Declared Goal—Several targets will be set in the area. Each pilot will choose a goal to use as a personal target. Pilots choose a target while in flight and drop a marker as near as possible to the center of the “X”.
- ELBO—Each pilot will fly from the same general launch area and attempt to achieve the greatest change of flight direction during the flight. Pilots will take off from spot A, drop a marker at point B and again at point C. By drawing an angle using the three points, the pilot with the smallest angle in flight will score highest.
- HNH—Hare and Hound. A single balloon will fly away to land and place a target on the ground. All other balloons will attempt to fly to the same spot to drop a marker on the hare’s target.
- FIT—Fly In Task—Pilots find their own launch areas and attempt to reach a set point. Maximum and minimum launch limits are set. For instance, all competitors may be required to travel at least 5 miles from the goal to launch but no more than 10 miles.
- FOT—Fly On Task—Each pilot declares a goal to which he or she flies after dropping a marker in another task site.
- GBM—Gordon Bennett Memorial—Pilots attempt to drop markers within a designated area with definite boundaries. No points are scored for those who do not land a marker within the defined area.
- WSD—Watership Down—A two-part task, pilots will find their own launch sites and fly to a target. At a specified time, a hare balloon will take off adjacent to a target. Pilots must drop one marker at the target location and then fly on to the Hare’s landing spot to drop a second marker.
- MAX—Maximum Distance—Pilots must drop a marker within a defined scoring area. They choose their own launch sites as far as possible away from the target. The pilot scoring highest on this task will be the one who travels the longest distance and is still able to drop a marker within the scoring area.
- MIN—Minimum Distance—Pilots will attempt to fly the shortest distance within a definite period of time. Many will stay near the ground for this task to avoid higher winds at higher altitudes. An additional penalty for touching the ground during the task is imposed.
- CRAT—Calculate Rate Approach Task. Pilots must drop markers at a target within a limited time period. Points are scored for only those pilots whose markers are dropped within the scoring area during the very short period of time.
- LRT—Land Run Tasks—Pilots will attempt to achieve the greatest area of a triangle from the launch point to two other points.
- STFT—Shortest Flight Task—Competitors fly from a designated launch area and drop a marker in a scoring area. Winner of this task will have the shortest distance from launch point to marker drop point.
- MDDD—Maximum Distance Double Drop—Pilots must fly from a designated launch area and drop their markers as far apart as possible within the scoring area.
- MNDD—Minimum Double Drop—Competitors fly from a designated launch area and drop their markers as close together as possible in different scoring areas.

Best Balloon Watching Tricks



The best viewing spot is at MidUSA Ohio Challenge in Smith Park. Evening flights will launch from Smith Park/Middletown Regional Airport and fly elsewhere to accomplish their assigned competition tasks. Morning flights will launch at a location away from the field and attempt to fly to targets at Smith Park/Hook Field. The special shape and Fiesta balloons will fly out of the site in the mornings as other balloons attempt to fly in. Balloons not in competition and available for full balloon rides are called Fiesta.

To earn points, balloon pilots drop a 3 1/2 ounce bag of beans with their pilot number on the streamer as near as possible to the center of a ground target—a huge fabric “X” at the target site chosen for that flight. There are many variations on the task(s) assigned at the pre-flight briefing—shortest flight, longest flight, multiple drop zones, hare and hound.... The site announcer will explain the tasks during each flight time.

Ballooning is a sport that does not adhere to the clock and launches happen when the wind speeds are best. Balloons fly in the early morning and early evening, just after sunrise and just before sunset, when the winds are lightest—5 to 10 miles per hour. A breeze may feel good on a warm day but it may mean that a balloon cannot fly. Sit back, relax and enjoy the day. Ballooning is a gentle sport that goes where the wind blows and only where the wind blows. If you find that balloons cannot fly, there is still much to do at the Challenge. Safety is the primary reason flights are cancelled.

Balloons are huge bags of hot air much like giant parachutes and even if ripped, will float gently back to earth using their parachute qualities. Only a very large hole in the top would cause trouble.

Balloon envelope designs are chosen by the pilot. Special shape balloons are generally the most expensive to make and sometimes the most difficult to fly. While balloon designs are generally not trademark designs, it would be considered a breach of etiquette for a pilot to copy another pilot’s design—except for corporate balloon fleets which carry a sponsor trademark.

To fly, a balloon pilot spreads out the fabric envelope on the ground, partially inflates it with cold air using portable fans and then heats the air inside with an open flame propane burner. When the air heats, it rises and soon the balloon, with its wicker basket attached, will begin to stand upright. When the air inside the balloon is heated enough, the balloon rises from the ground carrying its pilot and passengers on a very gentle trip through the heavens.

Balloon flight is relatively quiet—punctuated only by the “whoosh” of the propane burners heating the air periodically to maintain a certain altitude. Balloons steer by going up and down to “catch” an air current traveling the direction the pilot wishes to go. Air at different levels will take different directions. The skill in ballooning is in being able to read the weather, the maps and wind currents to select a launch site that allows the pilot to maneuver his or her craft as close as possible to a target on the ground.

As the balloons float above, the support crews on the ground are following along in their chase vehicles. There are no round trips in ballooning (except at Albuquerque, NM where some pilots can “fly the box”.) To return to base, the ground crew must meet the pilot at the end of the flight, help remove the heated air, pack up the balloon, load it on the truck or trailer and bring the pilot and passengers back to their base.

Do not “chase” balloons. Traffic accidents happen when drivers attempt to follow balloons in the sky without watching the traffic on the ground.

A \$10 per car load fee admits your whole family to the festival. (Limited RV and motor coach parking is just \$20) There is a \$4 admission charge for adults who walk into the park. Children 12 and under who walk in with an adult are FREE. Smith Park will be open for morning balloon flight enjoyment—FREE.

If you have an open area on your property, away from trees or electric wires, and welcome a balloon crew to use that spot to launch or land, place a bed sheet on the ground at the location you are offering. That is the universal welcome sign for hot air balloon pilots.

If a balloon should land near you, please keep a safe distance from the craft until the crew has secured the balloon and basket. There are no brakes or steering wheels on balloons and sometimes they will bounce after they first touch down. Do not follow a balloon onto private property. While balloon crews attempt to obtain permission to land and take off, that permission does not include the general public.



Take Home a Memory 2012 MidUSA Ohio Challenge Event Pin



Special 10th Anniversary event pins will be available at the Information Booth for \$5.00. A few pins from 2011. Prior years are also available.



StartSkydiving.com Tandem Skydiving Jumps

SAVE: On line prepay specials available—visit www.startskydiving.com
513-422-JUMP - Middletown Regional Airport,

Helicopter Rides Higher Ground Helicopters

\$35 per person, minimum two people per 7-8 minute flight

(ages 2 and under free)

Cash, Check or Credit card

8 am to close each day

Nighttime flights available

www.hghelicopters.com

Contact: 513-217-6700

or visit booth on-site to schedule rides



Tethered Balloon Rides

\$5 children, \$10 adults/ Weather permitting

6:45-9 p, Fri and Sat evenings and

6:45-9 a Sat and Sun mornings

Rides by Gentle Breeze Balloon Co - 513-476-0876

www.hotairballoonrides.com

Hot Air Balloon Rides

Balloon rides have been added this year and are available to take paying passengers during morning and evening flight times.

Visit website of www.FlyBellaBalloons.com or

www.HotAirBalloonRides.com to arrange a flight.

Price—\$225 per person

Pilots reserve the right to cancel and/or reschedule flight if safety is ever in question and/or weather conditions are deemed unfavorable. In the event a flight is cancelled, ride will be rescheduled at the mutual convenience of the passenger and pilot.

And Come Back Again

Other Upcoming 2012 Middletown Events:

Visit www.destinationButlerCounty.com
for area attractions.

- Now Contemporary Quilt & Fiber Exhibit—Thru 8/4
- Weds Broad Street Bash Concerts - Thru 9/5
- 7/25-29 Greek Festival
- 8/3 First Friday Art Walk
- 8/4 Second Look Saturday
- 8/30-9/3 Work Stinks Boogie - Skydiving/Fireworks
- 9/3 Midd Symphony Orchestra - Labor Day Concert
- 9/7 First Friday Art Walk
- 9/8 Second Look Saturday
- TBA IAFF Cornhole Tourney at Airport
- 9/21 Area Art Show - Thru 10/27
- 9/22-23 Midfest Soccer Classic
- 10/5 First Friday Art Walk
- 10/6 Second Look Saturday
- 10/5-7 Midfest International
- 11/2 Annual Reunion Art Exhibit Thru 12/15
- 11/2 First Friday Art Walk
- 11/3 Second Look Saturday
- 11/17 Midd Symphony Orchestra - Pops Concert
- 11/23 Light Up Middletown
Every night thru 12/31
- 11/24 Home for the Holidays Santa Parade
- 12/2 Southwestern Ohio Symphonic Band
- 12/2 Handel's Messiah
- 12/2 Candlelight Tour of Historic Homes
- 12/4 Holiday Balloon Glow
- 12/7 First Friday Art Walk
- 12/8 Second Look Saturday
- TBA Blue Christmas Concert

WENDY'S CLASSIC CAR SHOW @



Saturday, July 14, 2012



MidUSA Ohio Challenge Hot Air Balloon Festival

Friday & Saturday, July 13-14, 4 to 10:30 pm

Saturday & Sunday, July 14-15, 7 to 10 am

Event ends after Sunday morning flight

Come for the weekend . . .

Hot Air Balloon Competition

Team Fastrax Skydiving

Balloon Glows

Laser Light Shows

Saturday Car Show

Saturday Fireworks

Arts & Crafts

Entertainment

Circus Aerial Acrobatics

Festival Foods

Carnival Rides

*It's not
just hot
air!*

Awards/Split-the-Pot/Door Prizes

Registration—2-4 pm

Car Show 4-8 pm

\$15 Registration Fee

Contact—Larry Herron -513-464-1107

Car Show entrance:

700 Columbia Avenue

I-75 Exit 32,

Follow Roosevelt Blvd/SR122/University Blvd
to downtown.

Left on Central Ave,

Right on Main, Left on Columbia,

Right into VIP/Sponsor Entrance





Balloons & Breakfast

8-10:30 am

Saturday, July 14, at Smith Park

During the MidUSA Ohio Challenge
Hot Air Balloon Festival

Enjoy the balloons overhead
and

A hearty breakfast

By Middletown Christian School Foundation
And MCS National Honor Society

Pancakes w/Syrup & Butter - Fruit
Sausage/Bacon - Coffee - Juice

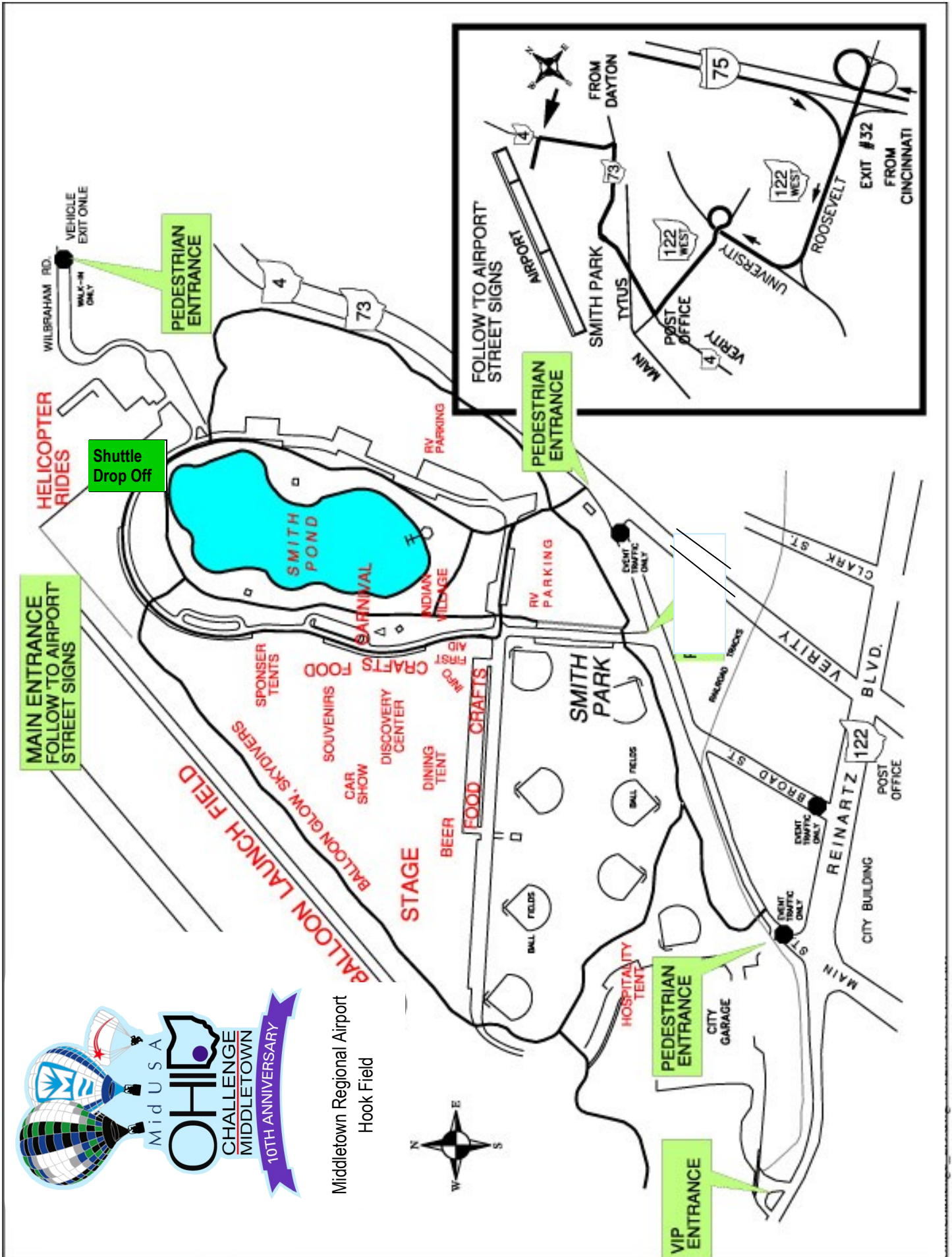
Cost? Your Donation

For information: 513-420-1570

mcsfoundation@mcseagles.net

For groups, please call in advance so
we may better serve you.





Middletown Regional Airport
Hook Field



2011 Economic Impact Report

MidUSA Ohio Challenge

Hot Air Balloon Festival

\$2-3 million to local economy

Volunteers gathered data throughout the weekend. License plate surveys, walking surveys on the grounds, and counts of individuals walking into the main gate on Tytus Avenue were combined with data from other sources to estimate the number of guests who were in and around the 100 acre Smith Park and Middletown Regional Airport.

Economic Impact estimates include not only the expense of producing the event, but also the sponsorship investments, vendor supplies, money spent by guests on site and in local retail establishments, gas stations, hotels, restaurants, etc. Considering the ripple effect of such spending, including taxes and resupply, a single dollar spent multiplies itself.

Attendance:

| | 2010 | | 2011 | |
|----------|--------|-----|--------|-----|
| Friday | 17,299 | 29% | 20,800 | 38% |
| Saturday | 42,353 | 71% | 44,200 | 62% |
| Totals | 59,652 | | 65,000 | |

People came from:

| | | |
|---------------------|-----|-----|
| Butler County | 58% | 41% |
| Warren County | 8% | 10% |
| Montgomery | 7% | 10% |
| Hamilton County | 7% | 6% |
| Within 1 hour drive | 83% | 67% |
| Beyond 1 hour drive | 17% | 33% |
| Ohio | 88% | 95% |
| Other States | 12% | 5% |

People heard about Ohio Challenge from:

| | 2010 | 2011 |
|------------------------|------|------|
| TV/Radio | 7% | 8% |
| Newspapers | 16% | 29% |
| Website/Facebook | 25% | 21% |
| Other/Family Tradition | 39% | 18% |
| Word of Mouth | 22% | 23% |
| Signs | 1% | 1% |

Website statistics www.MidUSAOhioChallenge.com

| | 2010 | 2011 | |
|--------|--------|--------|--------|
| Visits | 36,943 | 46,504 | up 26% |

*January thru July only

Summary:

Of the out-of-Ohio license plates, there were 29 states represented – Alaska to Florida, New Hampshire to California.

This year 67% of the surveyed guests came from within the 1-hour drive circle, with 33% driving more than an hour or staying in local hotels.

The Butler/Warren County area accounted for 51% vs 66% in 2010. The shift in that number means more and more of the visitors come from outside the immediate area, which is the goal of the event – to bring new people to Middletown from outside the area.



The 2012 Hot Air Committee... at least most of them.

NEWS RELEASE

For immediate release

March 6, 2012

Contact: Ann Mort, 513-649-4506, rmort@cinci.rr.com
(Event phone 513-705-1770, email info@ohiochallenge.com)

MIDUSA OHIO CHALLENGE HOT AIR BALLOON FESTIVAL PLANS 10TH ANNIVERSARY

The Ohio Challenge committee is making plans to celebrate the 10th Anniversary of the hot air balloon festival to be held July 13-15, 2012.

Many of the festival's popular activities will return such as hot air balloon competition flights on Friday evening, Saturday morning and evening and Sunday morning. The Team Fastrax skydiving competition team will "drop in" several times during festival hours. A carnival, festival food, arts and crafts, classic car show and much more is planned. The evening balloon glows on Friday and Saturday nights will be combined with special 10th anniversary entertainment.

According to Maria Langendorf, Challenge chairwoman, "We are very proud to present the 10th anniversary of the Ohio Challenge presented by MidUSA Credit Union and our other loyal sponsors. Our hard-working committee has been planning a special celebration for this year that we know our guests will enjoy. We hope everyone will mark the date and plan to attend."

"As the event has grown during the past 10 years, so has the amount of work involved. The Executive Committee has been expanded to reflect that growth. The current executive committee members are:

Chair - Maria Langendorf; Event Manager - Paula Hale; Treasurer - Scott Richardson; Past Chairs/Operational Logistics: Rodney Hale, David Pearce and Dan Sack; Past Chair/Pilot Services:

Ginger Bruggeman; Balloon Pilots - Dr. Mark Frazer; Grounds - Brad Short; Guest Services – Anna Pruet; Shuttle Services – Joe Wittman; and Publicity - Ann Mort. There are approximately 25 chairpeople handling specific parts of the event and hundreds of volunteers who work tirelessly to make it happen."

Festival hours are July 13-14 Friday and Saturday evenings 4-10:30 pm. Admission is \$4 per adult at the gate OR \$10 per vehicle which includes parking, admission for all occupants and free shuttle service. Special rates are available for buses and RVs. July 14-15, Saturday and Sunday morning balloon competition flights are approximately 6-9 am with free admission to the festival site. Festival closes after the Sunday morning flight.

For more information about the 10th annual MidUSA Ohio Challenge event on July 13-14, 2012, visit the website at www.midusaohiochallenge.com.

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NEWS RELEASE

For immediate release

Contact: Ann Mort, 513-649-4506, RMort@cinci.rr.com

May 2, 2012

MIDDLETOWN COMMUNITY FOUNDATION MAKES 10TH ANNUAL GRANT TO MIDUSA OHIO CHALLENGE HOT AIR BALLOON FESTIVAL

Since the beginning of the Ohio Challenge in 2003, Middletown Community Foundation has shown confidence in the Hot Air Balloon Festival. Their \$15,000 grant to the 2012 Challenge will help keep admission fees low so that the event is family-friendly and can continue to present Middletown in a positive light in the SW Ohio region.

The Foundation is one of seven sponsors who have been with the event for the full 10 years. (Primary Sponsor MidFirst/MidUSA Credit Union, along with Middletown Convention and Visitors Bureau, Dillman Foods, Chamber of Commerce serving Middletown, Monroe and Trenton, Middletown Journal and City of Middletown Public Works Department have also supported the effort for 10 years.)

“Through our grants in support of education, health, the arts and recreation, the Middletown Community Foundation works to make Middletown and the surrounding communities wonderful places to live, work and play,” said Middletown Community Foundation Executive Director T. Duane Gordon. “We are proud that our longstanding support of this festival has provided hours of high-quality, low-cost entertainment for families in our community.”

Maria Langendorf, chairperson of the Challenge said, “We appreciate the generosity of the Foundation in making the balloon event the premier happening in the area each summer. They have helped us set and maintain the high standards of our festival.”

“We find that our sponsors’ connection to this event works in their favor as well as ours. Many sponsors include balloons in their own advertising, use their free passes to bring staff or customers to the event and put signage in and on their buildings connecting them to a positive experience.”

The MidUSA Ohio Challenge Hot Air Balloon Festival will be at Smith Park, in downtown Middletown on Friday and Saturday evenings, July 13 & 14 - 4-10:30 pm; and Saturday and Sunday mornings July 14 & 15 – 7-11 am. Parking will be available with shuttle service via the airport entrance at 1800 Germantown Road, Middletown. For full information visit the www.midusaohiochallenge.com website or call 513-705-1770.

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NEWS RELEASE

For immediate release

Contact: Ann Mort, 513-649-4506, RMort@cinci.rr.com

May 10, 2012



LINDY BALLOON PLANS TO FLY AT MIDUSA OHIO CHALLENGE FESTIVAL

Lindy will be floating overhead at the MidUSA Ohio Challenge this summer. Lindy is an Ambassador of Ballooning around the world built by the Lindstrand Balloons USA.

While Lindy doesn't say much, he thinks ballooning is cool and gives it a thumbs up!

Lindy is pretty cool himself in spite of his 90,000 cubic feet of hot air. He even has his own Facebook fan page.

Lindy's traveling companion/pilot is Scott McClinton from Prospect, Kentucky. He began crewing for balloons in 1977 and earned his pilot certification in 1988. By 1996 he had opened his own SkyCab Balloon Promotions full service hot air balloon company in Louisville. He and his crew operate seven commercial balloons, three special shapes and two ride balloons.

McClinton has flown balloons in 38 states and 5 countries while logging over 1,700 hours in balloons. In addition to hot air balloons, McClinton has also earned his gas balloon rating. His most memorable flight came in 2002 flying his special shape Soccer Ball over the Continental Divide in Colorado at an altitude above 18,000 feet in -30 degree temperatures.

McClinton first flew in Middletown during the U.S. National Championships, where he earned Rookie of the Year honors, and has returned nine times to fly in the MidUSA Ohio Challenge event winning the Challenge in 2007 while flying another special shape balloon, the American Rocket.

Maria Langendorf, chairperson of the Challenge said, "It has become tradition with the MidUSA Ohio Challenge to present one or more special shape hot air balloons each year. Past years' flights have included the Purple People Eater, Soccer Ball, Football, Rocket, Old McDonald's Farm and several others. We know the special shapes are particularly popular with young and old alike."

The MidUSA Ohio Challenge Hot Air Balloon Festival will be at Smith Park, in downtown Middletown on Friday and Saturday evenings, July 13 & 14 from 4 to 10:30 pm; and Saturday and Sunday mornings July 14 & 15 from 7 to 11 am. Parking will be available with shuttle service via the airport entrance at 1800 Germantown Road, Middletown. Admission is \$10 per carload which includes parking, shuttle and admission for all occupants. Walk-in admission is \$4 per adult. Children 12 and under are free with adult. For full information: info@ohiochallenge.com, www.midusaohiochallenge.com, or 513-705-1770.

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