



The AMA History Project Presents: Biography of MARK LANTERMAN



Written by JS (06/2013); Added to HP files by JS (08/2013)

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I Am the AMA

Mark Lanterman – MA advertising representative Replica editor, and NASA webmaster

JS: How did you get involved with model aviation?

ML: I am probably one of the few people in aeromodeling who can truly say that I was “born” into this industry. My father was vice president of World Engines, one of the largest radio control manufacturers and distributors back in the day. Because he designed all of the radio systems, I was always around the shop, the flying field, and RC airplanes. I built and flew my first airplane at the ripe old age of five – a Mini Mambo – and have been hooked ever since.

JS: How has model aviation impacted your life and/or career?

ML: Growing up around RC airplanes, you could say that model aviation has impacted almost every phase of my life. When I was in junior high, I developed an interest in photography. Combining photography and graphic design with my love of airplanes led me to work for several key companies in the aeromodeling industry.

About years ago, my wife, Lisa, and I started Airborne Media, an advertising agency that is devoted to serving many in the model aviation community, including my largest client, AMA.

In my personal life, my involvement in aeromodeling has taken me across the country to attend many air shows, contests, and other similar events. I’ve made many lifelong friends, all thanks to model aviation.

JS: What disciplines of modeling do you currently participate in?

ML: Although I do quite a bit of everyday sport flying, and a little bit of IMAC [international Miniature Aerobatic Club], my main interest is in RC Scale. Seeing the combination of a beautifully crafted Scale model that is nicely and realistically flown is always a treat. Back in I entered my first Scale contest and have competed ever since.

JS: What are your other hobbies?

ML: Well, there's photography, which I mentioned earlier, and I've also branched into a bit of video and video production. Then there's all of the time I waste playing flight simulators, first-person shooters, and racing –themed video games. Speaking of racing, I've recently tried a bit of go-cart racing and absolutely love it. Too many hobbies – not enough time!

JS: Who (or what) has influenced you most?

ML: That's a hard question to answer. Obviously, my dad had the most influence in exposing me to aviation, RC, etc. but thinking about this a bit, I'd also have to give a nod to the late Steve Jobs and Apple computers. Without the innovations in desktop publishing and digital photography Apple helped revolutionize, my career might not have taken the same path as it has.

JS: What advice would you give someone looking to get started in Scale competition?

ML: When I first thought of competing in Scale, I went to several local contests, including the Nats. I tried to soak up everything I could about how things worked.

I also joined NASA [National Association of Scale Aeromodeling.]

The folks in NASA helped me get started as a newcomer in the Fun Scale Novice class. That's where I would recommend anybody start because you can learn the ropes with other beginners and focus purely on flying.

I've taken this same route with my son, Spencer [also pictured], introducing him to Scale competition through him working as my caller at last year's Nats.

Undoubtedly, you'll meet a lot of great, helpful people, just as I have.

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