

**CONFERENCE INFORMATION INSIDE**

# Aviation*for*Women®

NOVEMBER/DECEMBER 2008

*The official publication of Women in Aviation, International®*

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COURTESY OF KIM STRICKLAND

United pilot Kim Strickland poses next to her favorite steed.

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### COVER PHOTO

Kara Swensen pauses behind a client's airplane on the ramp in Phoenix, Arizona. Photo by Paul Markow ([www.paulmarkow.com](http://www.paulmarkow.com)).

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TED MALLORY



*Dr. Chabrian in the cockpit of an ASTAR Air Cargo jet during a recent operational visit.*

Dear Members:

This has been a busy season for WAI in terms of our participation in several aviation events. Of particular note was our presence in late September at the last official reunion for the WASP in Arlington, Texas. We sponsored the breakfast on the final morning of the event and made

a surprise announcement to the WASP and others present. They were ecstatic to learn Jackie Cochran, founder of the WASP, will be one of the inductees of our 2009 WAI Pioneer Hall of Fame.

As we have done for the past several years WAI was present as an exhibitor at the National Business Aviation Association convention in Orlando in October and we will be exhibiting at the upcoming AOPA Expo in San Jose, California, the first week of November. If you are planning to attend the AOPA Expo, be sure to stop by our booth or attend our WAI Connect Breakfast Friday, November 7 (more details on page 6).

In case you missed it, the WAI European conference, held in Norway this year, had a wonderful turnout. Organizer Michelle Bassenesi worked diligently to ensure that attendees

had the opportunity to participate in stimulating seminars and also enjoy the stunning Norwegian fjord scenery (more on page 8). Plans are already being made for next year's Aviation and Women in Europe conference, tentatively in Spain.

Speaking of terrific opportunities, the deadline to apply for our 2009 scholarships is November 28, just around the corner. Get your recommendations and essay together now, or encourage someone you know to apply for one of these life-changing opportunities. WAI has perhaps the most variety of scholarship opportunities of any aviation-related nonprofit—there should be something for everyone, regardless of their aviation aspirations.

Here's an interesting WAI fact. Did you know that the 2009 International Women in Aviation Conference is our 20th anniversary Conference? To honor this special event, we're planning a Conference you'll never forget. Sign up today so that you get to meet and listen to stirring keynote speakers, some of our best professional development sessions and most varied educational seminars ever, and of course, a few very special tours and events! Take a peek at what we've got to offer on pages 36-41. I look forward to seeing many of you in Atlanta!

Sincerely,

*Dr. Peggy Chabrian*

Dr. Peggy Chabrian  
President/Founder

## I N S I D E   T H I S   I S S U E



COURTESY OF TRISH BECKMAN

Where are all these women and why do they look so happy? Find out more about the AWE Conference **Page 8**



It's time to register for the 2009 Conference. All you need to know to make your plans starts on **Page 36**



AMY LABODA

Kim Strickland found a novel way to use her time off from United Airlines. Read more about this multitasker. **Page 24**



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**M**y flight school owner and business partner and I read with great interest your article "All About Business" (*Aviation for Women* May/June 2008). Wow did you ever hit the nail on the head! We have successfully been in business now for one year and 24 days. Both of us came from the corporate world and decided to start a flight school. I have about 20 or so years of teaching/training experience as well as business and marketing background. My business partner has management, financial and a Six Sigma quality assurance background. So, after much in trepidation and planning, off we went to the airport and set up shop. Owning my own flight school was a dream ever since I started flying 12 years ago. We thought long and hard before we took the plunge; and yes the "nay sayers" were plentiful and abounded with negativity, but ultimately have been silenced by our success so far. Let's hope it continues!

Last year, speaking at the Orlando WAI Conference on "Strategic Marketing for the Professional Flight Instructor" I was pleasantly surprised at the rather large and interested audience. I was fortunate to have my article "Paradigm Shift" on the same subject published in the August 2007 issue of *Mentor* magazine.

After reading McMahon's article, many previously shelved ideas started to resurface. I am presently thinking about another seminar for the Atlanta conference on business development and marketing for flight schools in addition to starting a business development network for CFI's and flight schools on practice management, quality assurance measures, marketing etc. It's great to know there are others out there on the same



**This painting by Stan Vosburg was awarded \$250 by WAI at the annual Forum of the American Society of Aviation Artists (ASAA). *Lightning Lady* is a tribute to the Women Airforce Service Pilots of World War II, showing a WASP standing in the cockpit of a newly minted Lockheed P-38 Lightning. The painting will remain on display at The Museum of Flight, Seattle, Washington.**

page and who share the same passion.  
**Deanna J. King** (WAI #15942) CFII, MEL  
Atlantic Aviation VP Flight Operations  
New Bedford, Massachusetts

**G**en. Yeager and I appreciated the generous welcome we received at the WAI International Conference in March in San Diego. We always enjoy being around such talented people. I recently found a copy of the October 18, 1944 *Stars and Stripes*. Long before Gen. Yeager was famous for breaking the sound barrier, he was achieving noteworthy and newsworthy feats at the ripe old age of 21. And even then he was a fan of Women in Aviation, particularly those WASP. You can see more at [www.chuckyeager.com](http://www.chuckyeager.com). WAI does a wonderful job and we ap-

plaud and support you. In fact, the convention inspired me to finally take flying lessons in earnest. I soloed three weeks later and as of September I am a private pilot!

**Victoria Yeager** (WAI #40001)  
Penn Valley, California

**I** just wanted to write in and say how much I enjoyed my first WAI International Conference! It was my first return to the U.S. after my stint flight training in 2000 and then instructing in 2001. I really like flying in the U.S. and longed to return. After the struggle of getting into an airline and settling down a little, it's the first thing I did, and I am SO glad I did. It's funny, coming back to the U.S.—it felt like coming home.

I think Dr. Chabrian is a really dynamic President and I am proud to be a WAI member.

**Sonal Gopujkar** (WAI #8406)  
Mumbai, India

**W**ow! That is all I can say after attending my first WAI International Conference. I didn't expect there to be so much excitement, energy and enthusiasm and I can honestly say that now, having seen a Conference first hand, it has given me a new clarity as to what WAI is all about. Thank you for the continued opportunity to be a part of the Women in Aviation family.

**Al Struna** (WAI #600040)  
Flying Magazine  
New York, New York

.....  
*We encourage you to submit letters to the editor. Letters may be edited for length and clarity. Mail should be addressed to Aviation for Women, 18735 Baseleg Avenue, North Fort Myers, FL 33917. You can fax your letter to (239) 567-2271, or send via E-mail: [alaboda@wai.org](mailto:alaboda@wai.org).* ✈



A woman with dark hair tied back in a red bandana, wearing a red and blue plaid shirt, is focused on working on a large, complex aircraft engine. She is using a tool to adjust a component. The background is dark and industrial, with various parts of the engine and aircraft structure visible. The lighting is dramatic, highlighting her face and the engine's components.

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## Getting Ready for Conference 2009

Women in Aviation, International staffers finished up a busy September with a Board of Directors and Conference Planning Committee meeting at the Atlanta Hyatt Regency, the site of the 2009 20th Annual International Women in Aviation Conference, February 26-28. WAI President Dr. Peggy Chabrian met with the WAI Board of Directors, and also with key hotel staff to walk the facility and strategically map out various rooms to make your Conference experience as convenient as possible. Dr. Chabrian also met with some of the key sponsors of the upcoming event from the Georgia area, including Delta Air Lines, AirTran Airways and TIMCO Aviation Services, as well as representatives from Robins Air Force Base. She was busy finalizing arrangements for bus tours on the days before the Conference, as well as an exciting and unusual event at the Georgia Aquarium, just a 15-minute walk from the main hotel site. "You will not want to miss some of these fantastic events we have scheduled," says Dr. Chabrian. ➔

### WAI On The Road

In October, staffers Amy Laboda, Betty Huck, Annette Calicoat and Dr. Chabrian kept the WAI Exhibit Booth busy during the 61st Annual National Business Aviation Association Convention and Trade Show in Orlando, Florida. "The NBAA event gives us exposure to the professionals that keep business aviation in the air, and who are a key components in our membership roster," says Dr. Chabrian, explaining why it is so important for WAI to participate. "We definitely find people who are interested in WAI membership, both at the individual and corporate level," she says.

WAI also participated in the University Aviation Association (UAA) gathering, again, to make sure that the more than 200 schools with aviation programs know that WAI is available to help their students get ahead in aviation.

This month you can find us representing the women of general aviation during the annual Aircraft Owners and Pilots Association (AOPA) Expo in San Jose, California. Look us up and sign up for our **WAI Connect Breakfast**, to be held at La Bella Mia Restaurant, just four blocks from the Convention site, at 7:30 a.m. on Friday, November 7. The cost is just \$25 after October 31. You can sign up by emailing [bhuck@wai.org](mailto:bhuck@wai.org) or calling (937) 839-4647. ➔

WAI San Francisco Bay Area Chapter Hosts

### WAI CONNECT BREAKFAST AT AOPA EXPO

**Friday, November 7**  
**La Bella Mia**  
**Restaurant**  
**7:30 a.m.**  
**San Jose, California**

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**Dr. Peggy Chabrian visited Women in Aviation, International Corporate member ASTAR Air Cargo's Wilmington, Ohio, base of operations and received a "cook's tour" behind the scenes one night this past autumn. Chabrian (center) pictured with WAI Board member Ted Mallory III (right) in the eye-catching yellow vests.**

JERRY CHABRIAN



# WOMENVENTURE Tomorrow

by Elissa Lines

A very exciting phenomenon occurred during EAA AirVenture Oshkosh 2008—women from around the world, of all ages and backgrounds, participated in WomenVenture. Working together, WAI and EAA promoted visibility for women in aviation at all levels. An official logbook was signed by 1,256 women, electronically or in person, and more than 500 women came together on AeroShell Square on Friday, August 1 to record their camaraderie in a photo. Hundreds more participated in workshops and forums throughout the week and the special Monday evening Theater in the Woods event. Each activity validated the powerful role women play in advancing the broad field of aviation and aerospace.

Why was all this important? There are many reasons. When you read through

the entries in the WomenVenture logbook, you can't help but be excited by them. From the dreams of the 15-year-old student pilot to the determination of the 81-year-old woman who noted her status—Student Pilot—the emotions are awesome! We all have these dreams, but, we are not all equally motivated or focused or empowered to achieve them. Just being around those who have had

the courage and tenacity to take charge of their destiny bolsters our own sense of personal ability.

WomenVenture, and its Logbook are here to stay, so we hope you join us next year and bring a few of your flying friends. Come help us plan the event during this year's International WAI Conference, February 26-28, in Atlanta, Georgia. ✈



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## Aviation and Women in Europe Conference Shows Diversity of Aviation Careers

**S**andefjord, Norway, provided a relaxing setting for the Fourth Aviation and Women in Europe Conference. Conference highlights included greeting old friends and meeting new ones, discovering fascinating facts about other aviation professionals and their careers, learning ways to improve ourselves, and ultimately being inspired and rejuvenated by our passion for aviation.

The conference included a fulfilling day with captivating speakers during morning and afternoon sessions. The Deputy Mayor of Sandefjord, **Vidar Andersen**, welcomed more than 20 attendees to the Rica Park Hotel, near the Oslo Torp airport. Speakers, introduced by conference coordinator **Michelle Bassenesi**, included Boeing's

**Deborah Limb**; **Marianne Knutsen**, Norway's second woman F-16 pilot; **Heidi Smale**, private flight attendant trainer; **Kalsi Devinder**, a corporate mechanic; **Sandrine Rohrer**, who teaches Fem Do Chi; **Teresa Favino**, a flight nurse with the Italian Red Cross; **Michelle Aitken**; airline Captain **Lucy Young**, and a closing address from Lt. Cdr. (RET.) **Trish Beckman**, WAI board member.

On Sunday the group had the chance to enjoy a 2.5 hour ferry ride to Stromstad, a beautiful town in the neighboring country of Sweden. A self-guided walking tour of Stromstad was followed by a fabulous buffet lunch on the return ferry.

Attendee **Karin Muller** said, "The number of corporate jet representatives [here] is growing! Each and every speaker had something very

valuable to offer and present and we all walked away with a feeling of achievement of a very important cause that is close to our hearts—Promote, support and provide a network to aviation professionals and beyond."

Next year's AWE Conference is to be held in Barcelona, Spain. Stay tuned for details at [www.aweu.org](http://www.aweu.org) or [www.wai.org](http://www.wai.org). ➔



PHOTOS BY MARCO TRICARICO



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## NEW OFFICIAL WAI CHAPTER

**Women in Aviation, San Diego Chapter #61**  
San Diego, California

**Diane Hager**, President  
**Allison Bates**, Vice President  
**Lisa Golden**, Secretary  
**Deanne Campbell**, Treasurer  
**Michelle Amthor**, Membership Chair  
**Whitney Ghoram**, Outreach Chair

## FIRST COAST CHAPTER

The First Coast Chapter and the Women's Center of Embry-Riddle Aeronautical University in Daytona Beach had the pleasure of hosting **CarolAnn Garratt**, who has flown solo around the world in her Mooney. Garratt is planning another trip, this time to set a new world record by circumnavigating the globe in just seven days, all to raise awareness and funding for ALS (also called Lou Gehrig's disease). The chapter thanks the ERAU Women's Center for providing a meeting room, A/V equipment, and a feast of pizza and cookies. The chapter will be making a contribution in support of Garratt's exciting project, and *AFW* readers are encouraged to visit [www.alsworldflight.com](http://www.alsworldflight.com) to learn more about it. The Chapter is honored to have such a courageous adventurer living right here in central Florida, and looks forward to having her visit again after she breaks that record! ➔



OTTAWA-GATINEAU CHAPTER

**Karen McCrimmon, Pascale Cloutier** (WAI #17707), **Karen Breeck** (WAI #10809), **Marie-Julie Villemaire, Anne Benyon, Kathy Fox** (WAI #13398), **Lianne Boileau** (WAI #10827), **Wendy Sewell** (WAI #39070), **Janice Templeman** (WAI #17740), and **Claire Maxwell** (WAI #29598) holding **Megan Maxwell**. **Megan** (born February 27, 2008) is modeling the latest in aviation bib wear made by **Pascale Cloutier**.

## OTTAWA-GATINEAU CHAPTER

The Ottawa-Gatineau Chapter held a barbecue at the Rockcliffe Airfield in Ottawa, Canada. All who attended had a great time catching up on everyone's summer activities and their plans for the fall. The chapter raffled off an aviation headset as a fundraiser and the lucky recipient was **Karen McCrimmon**. **Anne Benyon** (an active pilot, university student, and employee of Nav Canada in the Quality and Safety section), jokingly said that she really wanted the headset as she was back into flying, but also juggling university payments. McCrimmon (who just got her private pilot certificate) then turned around and gave the headset to Anne, saying that she could well afford to buy her own headset and that she would love to have Anne get some use out of it. Anne got a little embarrassed because she didn't want to take it from Karen...and this is when the Chapter Members all kicked in and said that it was the "Karen McCrimmon" scholarship to aid university students and up and coming aviation enthusiasts. Maybe it was a bit unorthodox, but everyone went home happy. Hopefully Anne will soon be a WAI member. Karen McCrimmon is starting her Masters in Conflict Resolution at Harvard University in September...and already demonstrating her strong negotiating skills.

**Claire Maxwell** is the Chapter President, but **Pascale Cloutier** has been supporting/running the Ottawa-Gatineau Chapter this year while Claire has had her hands full with her daughter Megan. Pascale has been a huge supporter of WAI and the Chapter and Claire thanks Pascale and gives Pascale credit for all of her efforts. ➔

## San Francisco Bay Area Chapter Hosts WAI Connect Breakfast



**AOPA Expo 2008 • November 7 • 7:30 a.m.**  
Bella Mia Restaurant, 58 South First Street  
San Jose, California

(Four blocks from the San Jose Convention Center)  
Cost: \$20 in advance (by Oct. 31) and \$25 for all others  
**Celebrity guests: Patty Wagstaff and Betsy Donovan**

*Reservations call: (937) 839-4647 or email: [bhuck@wai.org](mailto:bhuck@wai.org)*



## HEART OF GEORGIA CHAPTER

The Heart of Georgia Chapter in Eastman, Georgia, has had quite an eventful year. After meeting for the first time in November of 2007, they hit the ground running by quickly electing officers, brainstorming for fundraising and searching for

a good cause to support. For Christmas of 2007, they managed to raise enough money for the Adopt-a-Family Program, which was a rewarding experience for all who participated. The project took little effort, was lots of fun and reinforced both the spirit of the season and their vision for the chapter.



In March of 2008, they volunteered their time to work the ticket booths for the 2008 Cherry Blossom Festival held at the Macon Downtown Airport. They traded shifts during this all-day volunteer event so everyone had a chance to enjoy the air show.

They have also arranged a Reading Buddy Program with South Dodge Elementary School. They visit kindergarten classes for 30 minute time periods where they read their favorite children's books. "The kids are really excited to see you and they make you feel right at home...you sit down and read the book and they love it so much that they want you to read it again," said **Lindsey Floyd**, one of the pilot-readers.

Their last major spring event was a trip to Atlanta Center and Atlanta TRACON. At both facilities they were given a thorough tour of the buildings, met with Air Traffic Controllers, and were introduced to the computer systems and radars they use to track the aircraft. They learned how facilities interact during times of high traffic volume and inclement weather. They also managed a side trip to the Atlanta Airport where they visited the Ramp Control Towers and learned the commercial flight process from beginning to end. It is a busy operation and it was interesting to discover more opportunities for jobs within the aviation field.

In the past six months, three chapter members, **Angela Clark**, **Kristen Daniell**, and **Katie Murtha**, have completed classes at Middle Georgia College and were hired by the FAA as Air Traffic Controllers. Congratulations Ladies! ➔



**Amanda Hawkins with Ms. Brewer's kindergarten class.**

HEART OF GEORGIA CHAPTER



(Above) Houston members **LuAnn Theiss** (pilot seat) and **Lisa Haag** (copilot-gunner seat) explore the armored crew compartment of the Apache helicopter.

(Right) Back row—left to right: **Carolyn Frankowski**, **Kristin Ramos** (WAI #29270), **Ken Denney** (tour guide from the Aviation Support Facility), **Lisa Jones** (WAI #16376), **Lisa Haag** (WAI #10498), **LuAnn Theiss** (WAI #29159), **Elizabeth Frankowski** (WAI #36725), **Candice Young** (WAI #13517), **Yuka LaTulippe** (WAI #29424). Front row—left to right: **Ian Zurutuza**, **Julen Zurutuza**, **Karlos Zurutuza**, **Jeime Jr. Diego**, **Blanca Sanchez**.

## HOUSTON CHAPTER

In March 2008, 14 members and friends of the Houston Chapter gathered at the Aviation Support Facility at the Lone Star Executive Airport (CXO) for a tour of the Apache helicopter. **Ken Denney** led the tour, providing interesting facts about the Apache and its peripheral equipment, including the Target Acquisition and Designation System, Pilot Night Vision System (TADS/PNVS), passive infrared countermeasures, Global Positioning System (GPS), and the Integrated Helmet And Display Sight System (IHADSS). ➔



HOUSTON CHAPTER

## UPPER CANADA CHAPTER

In June members of the Toronto chapter had the opportunity to visit the David J. Hurley Air Traffic Control System Command Center (ATCSCC) in Herndon, Virginia. They started their day by listening to the ATCSCC telephone conference from the Air Canada Toronto flight operations center, then boarded a flight to Washington D.C. After they arrived at the facility, **Joe Hof** of International Operations gave a presentation on their daily operations. The Chapter then toured the main floor of the command center, which was divided into stations, each with multiple monitors along with many large screens mounted on the walls. They monitored the afternoon telephone conference in person, coordinated by planner **Ricky Bell**. Representatives from Air Route Traffic Control Centers (ARTCC), select terminal facilities, airlines, general aviation organizations, military, NavCanada and other international facilities participate in the telephone conferences, which are held every two hours to develop an operational plan for managing traffic in the National Airspace System. Collaborative decision making allows real time response to operational restraints. On the day the Chapter visited they were dealing with weather re-routes for Dallas by referring to their “playbook.” The playbook is a collection of predetermined routes used for severe weather avoidance. During the conference they received feedback from adjacent centers that would receive additional traffic. Hof was able to visually show weather, traffic and alternate routes on a monitor coordinated with the conference. The Upper Canada Chapter members then headed back to the airport and boarded the return flight for Toronto. A big thank you to **Denise Egglestone** (WAI #6124) for arranging the tour. If you would like more information about the ATCSCC you can visit their web site at [www.fly.faa.gov](http://www.fly.faa.gov). ➔



(left to right) Mary Ann Valdez, Sheree Van Berg, Trish Beckman, Yukiko Howell. Washington State chapter members enjoy the sunshine while working at the WAI booth, Blackberry Festival Fly-In, Bremerton National Airport, 30 August 2008. Yukiko Howell has been the coordinator for this chapter outreach effort for several years.

WASHINGTON STATE CHAPTER

## WOMEN WITH WINGS CHAPTER

In July the chapter descended upon the house of member **Keri Evans** (WAI #10902) for the now favorite annual picnic. Evans lives on Woodliff Airpark. Prospective members, her family, and neighbors joined the Chapter for an afternoon of great food and aviation fellowship. The highlight of the picnic is the static display that the neighbors put on by taxiing their aircraft to her front yard! This year the display included a glider, a Stearman, and a Piper Cub.

In August, the chapter helped with a surprise birthday party for member **Shelby Edwards** (WAI #27739) held in their family hangar at Creve Coeur Airport—what a perfect place for a bunch of aviation enthusiasts to listen to jazz music, talk flying tales and celebrate a birthday. ➔

## ARE CHAPTERS FOR YOU?

*Local WAI chapters are springing up all over. Chapters provide local networking at regularly scheduled meetings, programs that include local speakers and tours of aviation facilities and landmarks, community outreach efforts to encourage young people to pursue aviation careers, and regional scholarship opportunities. Maximize your WAI membership by joining a Chapter, and benefit from educational, outreach and networking activities throughout the year.*

*To find a chapter near you, go to [www.wai.org/chapters](http://www.wai.org/chapters).*



## CAREERS

**Eve Cascella** (WAI #29490), a St. Louis Women With Wings Chapter member, has just earned her instrument rating.

FedEx Captain **Jane Dyer** (WAI# 40650), of Anderson County, South Carolina, is running for U.S. Congress in that district.

**John and Martha King**, of WAI Corporate member King Schools, Inc., located in San Diego, California, were inducted into the San Diego Air & Space Museum's International Aerospace Hall of Fame.

Congratulations to **Tom** (WAI #30528) and **Melody King** (WAI #30485) who are now proud owners of a Cirrus 2005 SR22 GTS (N280CD).

Northern Spirit Chapter member **Tanya Kletke** (WAI #16911) attended her first air show in Moose Jaw, Saskatchewan, at the age of five. She looked at Dad and Mom saying, "I'm going to fly one of those." On her 12th birthday she joined air cadets with an aspiration to fly. She attained her glider pilot's certificate before her driver's license and after graduating high school with honors went on to the Aviation Management Course with Red River College and the Winnipeg Flying Club. She attained her Commercial Pilot License and went on to Perimeter Aviation to achieve her multiengine and IFR ratings. On March 28th, 2008 (her 23rd birthday) she flew

her first flight as first officer in a Metro Liner with Perimeter Aviation. Twelve years to the day after joining cadets, she achieved her goal of being a paid pilot.

In the meantime she also holds the rank of 2nd Lieutenant with the Reserve Canadian Air Force. Dad wears his Northern Spirit, WAI T-shirt with pride.

**Col. Kimberly Olson** (WAI #5821) of Weatherford, Texas, was inducted

into the Iowa Aviation Hall of Fame in Hampton, Iowa (Olson is a native of Iowa).

Former Memphis Belles President **Mary Poplawski** (WAI #4337) was honored recently at a banquet by

*Memphis Woman Magazine* for her service to the Memphis community in her work with the Memphis Belles. Poplawski was nominated by **June Viviano** (past Memphis

Belles President and Founder, WAI #1868) and **Sheri Marshall**.

**Erin Wright** (WAI #14270) joined the SpiritBank team as vice president of the Aerospace Division and associate director of the Oklahoma Aerospace Alliance. Wright served as president and as a founder of the WAI Winnie Mae Oklahoma Chapter. She was a chairwoman in the National Association of State Aviation Officials, Oklahoma Aerospace Alliance and the Oklahoma Aerospace Summit & Expo. Wright also has been involved with the Oklahoma Airport Operators Association,

Aircraft Owners and Pilots Association and the National Business Aviation Association.

**Victoria Yeager** (WAI # 40001) passed her private pilot check ride.

## OTHERS MAKE THEIR MARK

CAE has promoted **Suzanne Roy** to Vice-President, India operations. Roy is leading the execution of all CAE's initiatives in India, and is based in Bangalore. She originally joined CAE in 2005 as Vice-

President, Program Management, with responsibility for the global Program Management team overseeing CAE's Civil Simulation Products fabrication and implementation programs.

**Lt. Col. Cynthia Ryan**, Civil Air Patrol, received the award for Outstanding Achievement in Support of Public Benefit Flying, from the National Aeronautic Association.

## PASSAGES

**Charlotte Kelly** (WAI #1314), a fixed wing pilot since 1945 and helicopter pilot since 1947, died in late August.

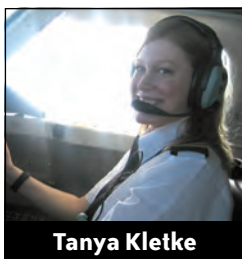
**Sarah Lemmon** (WAI #12815) of Anaheim Hills, California, died piloting a Bombardier Lear 60 in South Carolina September 18.

Commercial pilot **Erica Simpson**, 32, (WAI #5389) was flying a Cassutt IIIM "Little Lynn" in preparation for the Reno Air Races' weeklong event when the wings apparently failed, the aircraft crashed and Simpson was killed. Simpson competed in the Reno Air Races Bi-plane Class in 2006, missed last year's races, and this year intended to fly in the Formula One Class.

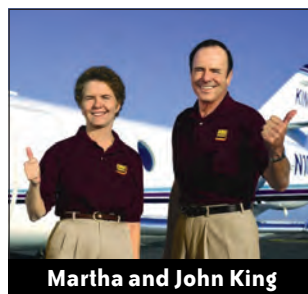
A scholarship has been set up in Simpson's name. Please send any donations to: Erica Simpson Scholarship Fund, Security State Bank, P.O. Box 27, Port Wing, WI 54865. ➔



Jane Dyer



Tanya Kletke



Martha and John King



June Viviano, Mary Poplawski and Sheri Marshall.

## Don't Ride the Brakes

**T**hese are scary times. There's no question about that. I read the newspaper in the morning, and listen to the newscasts by the major networks every night. In between I comb the newswires, ostensibly looking for stories about women in aviation and aerospace,

but I'll admit right here that I find it impossible not to drift off that course occasionally in the wake of a speculative essay on the fate of the environment, or the economy, or the country, or the world. It is sobering stuff. Heart-racing stuff. It is enough to make you wonder about the fate of the aviation industry. And even enough to make you slam on the brakes and take stock of your situation.

I do. About then my years of experience and self-discipline, and, well, probably a little bit of my dogged perpetual optimism takes over, and I remember how many times in my own short, 46 years that I've seen this world, and this industry turn itself around.

Sure, we've got a global warming problem. And an energy crisis. A few meglomaniacs angling for world domination. And a few nagging ethnic confrontations that beg for solutions. But we've also got six billion creative minds, each one in his or her own way aching to break free and solve all this. Yes, I do believe that every one of us has the power to solve the world's problems, one person, one little solution at a time.

I'm doing my part. I ride my bike everywhere I can. I walk more. I buy fresh produce and unprocessed meats and cheeses and make more home-cooked meals. I've changed out lightbulbs for lower wattage versions, and CRT computer monitors for LCDs. My air conditioner sits on the warm side, and in the car I accelerate slower and coast a lot. With my airplanes I fly lean of peak at best economy setting, and I fly my lit-

tlest machine whenever the mission allows me to do so, often saving \$100 or

***We've got a warming problem, and an energy crisis, and a few nagging ethnic confrontations that beg for solutions. But we've also got six billion creative minds aching to solve all this.***

more on the cost of the flight over my six-cylinder dead dinosaur-eater.

Mostly, though, I'm thinking hard all the time, and sending out positive messages in every direction. I write about change, progress, innovations, no matter how small, and how they can help us all. It is, I believe, my most effective talent for changing the world. I know whenever I'm pulled off track and left to idle in the swirling mass of doomsday predictions that are flying across the web, the TV and the newsprint, that it is that one positive voice, ringing with clear common sense, like a bell, which always brings me back. I'm an equalizer and amplifier for that good energy.

Women in Aviation, International, is

one of those bells that I seek out. The organization's networking has, for nearly two decades now, helped people connect and through those connections, find opportunities for school, for scholarships, for careers. In the tough times we've commiserated, and then collaborated. As the aviation and aerospace industry has changed we've evolved, too, and we'll continue to do so, always showing our members the clearest paths to their dreams.

To make WAI's magic work, though, you do have to act. Go on WAI's message boards and chat rooms for direct and often immediate contact with others in your field, or the field you desire to work in. Look over WAI's mentor list, which is thousands of contacts long, and ready for your perusal 24/7 at [www.wai.org/membersonly/index.cfm](http://www.wai.org/membersonly/index.cfm). And apply for those scholarships—there are more than 40 to date to be awarded in 2009—with enough variety to encompass the needs of just about every WAI member, from 16 to 65. These are only a few of the ways that WAI can help you change your world. But there is a catch.

You have to come off the brakes. Hit the accelerator (slowly is okay). It is time to start changing your world for the good. ➔



**by Amy Laboda**





## by Meg Godlewski, NAFI Master CFI

*I just started flying with a new CFI. I'm in the cross-country phase of my training. Although I took a private pilot ground school, my new CFI and I have discovered all sorts of holes in my training. Stuff I was supposed to have learned I apparently never did. I intend to go all the way through to Commercial pilot. How can I be sure this doesn't happen again?*

You can protect yourself by becoming familiar with the FAR/AIM and Practical Test Standards for the certificate you are pursuing. The PTS is written off the regulations from 14CFR Parts 61, 67

and 91 that are published in the FAR/AIM. When you know what is required of you, you will have a better idea if it has been taught. Always make sure that your course of study uses a syllabus so that you know what to study.

*Recently a pilot from my airport crashed. The local TV station came out and wanted to interview pilots and take pictures of airplanes. The people who talked to the media said things about what a good person the pilot was, but the story that came out on TV made it sound like pilots fly recklessly and endanger the lives of people on the ground. What are you supposed to do when the media show up at your airport to make sure that they get the story right?*

The brutal fact is you can't do anything to stop the media from putting out the story that they want to put out. You can't stop them from doing the story, but you can make it more difficult for them by simply refusing to talk to

them. Politely decline and walk away. Before you get tempted to talk, please be aware that anything you say, even before the cameras are rolling, can be taken out of context. It doesn't matter if you only have three hours and a student pilot certificate or were not a witness to the accident, to the media you are an instant expert. Most reporters don't intend to be irresponsible, but like time-building CFIs, their eyes are often on the next job. Instead of talking to reporters, refer them to Aircraft Owners and Pilots Association's excellent web site for expert information ([www.aopa.org](http://www.aopa.org)). AOPA handles national media constantly, and the group knows how to keep the spin on general aviation positive.

**Ask A CFI** — Are you a flight instructor or a student pilot? Do you have a question a WAI flight instructor could answer? You can email [editor@wai.org](mailto:editor@wai.org).

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Meg Godlewski (WAI #8165) writes for General Aviation News and is a frequent contributor to Aviation for Women.



Global Aviation



## Captain Julie Clark and Chevron Global Aviation. Ready for takeoff.

Chevron Global Aviation proudly presents aviation legend Julie Clark of American Aerobatics. Look for Julie, flying in her Chevron Mentor T-34, at air shows all across the country. To learn more about Chevron Global Aviation and where you can see Julie Clark fly, visit [www.totalga.com](http://www.totalga.com)

# Computer Sciences Corporation

**I**n 1958, fewer than 4,000 computers existed in the world. Manufacturers rarely included software with their computers, so the early machines were concentrated in large organizations, such as aerospace companies, universities and government—the only entities with the resources to write the

software to make these machines work. Two young computer analysts working in the aerospace industry saw the opportunity for a new kind of business. Roy Nutt was a stellar programmer, who had developed the first widely accepted assembly program and was a member of the small IBM team that developed Fortran. Fletcher Jones, a marketing whiz, came from North American Aviation Corporation, where he had managed a divisional computer center.

## A Hundred Dollars and a Dream

In April 1959, Nutt and Jones pooled \$100 to start a company that they named Computer Sciences Corporation. With Nutt providing the technical direction and Jones handling the marketing, the young company prospered, quickly gaining a reputation for innovative design and high-quality work. Through work for numerous computer manufacturers and other large computer users, CSC developed more systems software than any other computer services company in the industry.

In 1961 a contract to support NASA Jet Propulsion Laboratory's Flight Op-

erations Facility launched CSC into the space business. CSC went public in 1963, becoming the first software company to be listed on a national exchange.

Recognizing that the U.S. federal government was the largest computer user, and anticipating the convergence of computers and communications, CSC bought two ITT divisions engaged in communications systems engineering and systems management for the U.S. Defense Communications Agency and other clients.

## Consolidation and Expansion

In the early 1970s, CSC created an innovative computer time-sharing network in association with the Department of Defense called Infonet. The network allowed hundreds of clients at different sites to run their jobs simultaneously on the same computer. By mid-decade, Infonet was a 100,000-mile network serving 125 cities and nearly every U.S. government agency. In 1972 CSC was awarded its first contract with the U.S. Federal Aviation Administration to provide software support to the agency's Digital Simulation Facility.

## Aggressive Growth, Focus on Results

In the 1980s, CSC built Europe's first automated teller machine system for Générale de Banque; automated the United Kingdom's tax withholding system; developed a back-office banking system for the Australian and New Zealand Banking Group; and automated the railroad management system for the Bureau des Wagons EUROP. CSC engineers at Edwards Air Force Base designed and built

a sophisticated flight-testing system for the B-2 stealth bomber. CSC launched a strategic acquisitions program, ultimately combining databases with Equifax Inc. to create the largest national credit file in the United States. The company continued to retain its leadership in the U.S. government market, winning 90 percent of all recompeted government business and many large, new contracts. When DUATS was bid in 1989, CSC was one of two vendors awarded the project by the FAA. In 2003 upgrades to DUATS included access through Golden Eagle FlightPrep, a Windows-based, off-the-shelf communication package.

CSC became a Women in Aviation, International Corporate member as part of its outreach to the aviation community.

## Leading the World in Outsourcing

Diversity at CSC includes functional roles within the company, the markets and industries it serves, length of service, geographic location, educational background, age, race, gender, ethnicity and whether employees joined CSC independently or through an acquisition.

While most companies only consider experienced professionals for consulting jobs, CSC offers entry-level Associate Consultant positions in both business and technical areas to grads. The company seeks candidates from a variety of technical and analytical disciplines. It has identified hundreds of roles that exist globally across CSC as well as the corresponding skills needed to succeed in those roles. You can use this information to identify your next job or an entire career path, anywhere in the world. A career at CSC can be as targeted or eclectic as you are.

For more information contact:  
CSC Corporate Headquarters  
3170 Fairview Park Drive  
Falls Church, Virginia 22042  
(703) 876-1000  
generalinformation@csc.com  
Web site: www.csc.com  
(NYSE) Symbol: CSC

## Women in Aviation, International Welcomes New Corporate Member

Australian Air Safaris, Pty. Ltd.

Hartsfield-Jackson Atlanta International Airport

Swan Height, Institute for Private Flight Attendants





## by Denise Waters, A&P Mechanic

***My required renewal for IA (Inspection Authorization) date is fast approaching. I will not meet the work requirements dictated by the regulations, so I need to attend a renewal course. How much do these courses typically cost?***

All technicians with Inspection Authorization privileges must comply with FAR Part 65, Section 65.93 renewal requirements by March 31st annually. FAA approved courses are offered by different providers, in person and online. Some charge, others do not. At the 2009 WAI Conference in Atlanta, Georgia,

AWAM (Association for Women in Aviation Maintenance) will provide a free FAA Recurrent Training seminar that would count for your renewal requirements. This eight-hour course will be presented on Thursday, February 26. (See page 40 of this magazine for more details.) This is just one more great reason to plan on attending the 20th Annual International Women in Aviation Conference.

***I'm an AMT (Aviation Maintenance Technician) with A&P certificates and I enjoy variety in my work and the skills I am refining. I want to learn to fly aircraft for the experience and education, not for a flight career. Time and money present considerable challenges for me. Do you have any suggestions?***

Earning a Recreational Pilot certificate is one cross-training option that could work. It is similar to a Private Pilot certificate. Rec Pilots are limited in the aircraft they fly, passengers, flight distances, airspace they fly in, but re-

quire fewer lessons and less investment. Check out Sporty's Foundation Training Scholarship, a new WAI scholarship this year. It was designed to give flight opportunities to aircraft maintenance personnel. Two scholarships are being sponsored by Sporty's. But hurry, the application deadline is November 28, 2008. Go to the WAI web site for more information, <http://www.wai.org/education/scholarships.cfm>.

***Is it required to have an A&P certificate to attend the FAA Recurrent Training during the WAI International Conference?***

No. This recurrent training is open to the aviation public—technicians, pilots, students and interested parties. Hourly FAA approved seminars address technical, human factors, regulatory and safety topics. Look for the upcoming schedule of topics and attend the hours of your choice. ✈

.....  
Denise Waters (WAI #221) is an FAA certified A&P mechanic and pilot. She enjoys air racing as a passion.

***You don't have to be the top female student pilot in the U.S. to attend LeTourneau University...but she does.***

Emily Brown, LETU Class of '08 and winner of the 2007 Candi Kubeck Award (top scoring female contestant) at the National Intercollegiate Flying Association's SAFECON National Competition.

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- 11 different Aeronautical Science Degree Concentrations
- Modern Fleet of DA-42 Twin Stars, G1000-equipped C172s, and Citabrias



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P.O. Box 7001, Longview, TX 75607, [Admissions@letu.edu](mailto:Admissions@letu.edu)

# Employee Emotions “Moment of Truth”

**J**an Carlzon, who once ran SAS, Scandinavian Airlines, liked to use the term “The moment of truth” a lot. He used it to explain a touch point within a company when there is a chance to make a lasting impression on a customer. The goal is to create an emotional attachment with the

customer so that they will return, bring in other customers, and become a promoter of the company. As airlines focus on the customer experience, they must commit to addressing what lies beneath such superficial things as newly painted aircraft, web site design, self-service kiosk capabilities, and elite frequent flier perks. With the drastic changes taking place, it has become even more important than ever to refocus on the crucial human moments that define a brand.

The changes and adjustments taking place on an almost daily basis within our industry are causing increasing customer frustration. We hear about it on the news across all media constantly. People are tired of the delays, what they perceive to be “nickel-and-diming,” and sometimes surly service from the airlines. Although airline business is not the only one having to change, it seems that anything to do with this business draws an inordinate amount of media attention and makes it a *très chic*, guilty pleasure to bash the airlines over cocktails. Without customers who’ve become brand promoters to passionately defend the company, these conversations can pick up a lot of damaging, negative steam. Of course, what always seems to come up during these recounts is a mention of a rude airline employee.

## Not in the Job Description

Many airlines have publicly stated that the mentality of the consumer must “shift” as they unbundle the services they offer to passengers. Unfortunately, the front-line employees have been dealt the extra task of guiding the pub-

lic through this “mentality shift” and it is taking its toll on their state of mind. Considering that the average ticket agent or flight attendant may deal with hundreds of travelers per day who show an outwardly negative response when told that they must pay yet another fee; it is no wonder they sometimes become negative. For those in customer service positions, the front-line has become a battlefield. I have to remind myself of this when I experience a lack of friendly service when I travel. The truth is that we all expect and deserve good service when doing business anywhere and employees must receive the support they need in order to provide this service.

I find that many companies see the task of addressing the emotions of their employees too daunting and instead choose to remain in a state of denial. They create customer experience teams that make many positive changes in business processes, but fail to address the source of poor employee/customer interactions. Rather than trying to eliminate as many employee contact interactions as possible by using automation, companies should continually focus on equipping their people with the skills to make any interaction they have with a customer one that creates customer loyalty.

## Teach Someone to Fish...

Although it is the responsibility of each individual who deals directly with customers to display the utmost respect and courtesy, circumstances are making this extremely challenging as nerves become frayed and levels of frustration

rise. Many employees have not received service training for years to handle these changes and have had no choice but to rely on their own make-shift customer handling skills that sometimes result in less than satisfactory customer experiences. The companies that have chosen to nix this sort of training to cut costs are realizing an even higher price on the back end as employees become disconnected and customers disappear.

Each opportunity missed to teach employees how to interact effectively and create an emotional bond with customers is costing airlines millions of loyal customers each year. As airlines do anything and everything they can to save money, they seem to be overlooking the erosion that is taking place within their established customer base because they have been mishandled by an emotionally exhausted employee. Customers are getting fed up and are defecting as they experience this deterioration in service. Although these customers may not find better service elsewhere, this is not a chance any company can afford to take. Did you know that Gallup reports approximately 67% of the consumers that defect from one company to another do so because of a negative interaction with an employee? If anyone ever doubted the power of an individual



**by Gailen David**



front-line worker, they may want to re-think their position.

An employee who has learned how to use emotional intelligence to navigate though the quagmire that exists in customer service can be a miracle worker on the front lines. They're able to create their own individual brand that drives the outcomes companies need to survive. These educated customer service gurus can turn dissatisfied customers into unpaid ambassadors for your company. These employees will also serve to promote your company in-flight, in the terminal, and even at the grocery store. This is not fluff, this is good business!

### The Employee Emotional Engagement Crusade

As an airline employee myself, I have experience with what it is like to be one of the estimated 20 percent (Gallup poll number) of employees who've become actively disengaged. An actively disengaged worker will actually intentionally inflict damage on the company and/or work to bring down the 20 percent of co-workers who are engaged. In fact, more than 60 percent of employees are simply not engaged, which means they could go either way.

There are many employees out there who have found themselves backed into an emotional corner with no clue of how to handle it. In my case I was left to deal with it on my own since the operational environment of the airline business allowed little time for the company to address emotional issues. I went to the "dark side" and began to actually inflict damage on the company by driving customers away. This required me to take about a year off when I suffered an emotional breakdown of sorts. As unflattering as this may be to share, it is more important to me to let people know about how real this issue is and start dealing with it.

I used my leave of absence as a time to explore just how I got there and how to dig my way out and thrive again. I returned with a new set of skills and tools to deal with the realities of the unique airline workplace. Upon witnessing my transformation, I was asked by management to share my discoveries with work-

ers throughout the airline. As I traveled around my airline's system, I spoke with flight attendants, ticket agents, and reservationists and found that all of these workgroups shared the same issues and challenges. Regardless of the position, employees were becoming fatigued and eventually disengaged without the proper emotional tools as they did whatever they could to cope in the workplace. I witnessed the good that comes from gathering workers together to talk openly about their feelings and share their desires and visions for the future.

As much as I saw the benefit within my own company, I received requests from other businesses and organizations to help their employees and I soon decided it was time to take my message out to others that could benefit from it. Since then I have been speaking to groups at airlines, hotels, retailers, associations, and government agencies who've all had their own set of employee engagement issues to deal with.

### Amazing Things Can Happen!

I have witnessed the surliest, most disengaged airline employees making a complete turnaround and becoming absolute stars of customer service. The difference is that these people do not lose touch with the realities of the industry and the individual journeys their coworkers may be experiencing, so they refrain from becoming judgmental. Instead they focus on the individual difference they can make, one person, one kind action at a time. Sometimes it is all about our own personal 'Moment of Truth.'

Download a free exercise from my Jetiquette Employee Engagement Seminar at [www.JetiquetteAcademy.com](http://www.JetiquetteAcademy.com) and see where you stand. ➔

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*Gailen David is President of The Jetiquette™ Academy ([www.JetiquetteAcademy.com](http://www.JetiquetteAcademy.com)), offering programs to companies and organizations designed to improve employee engagement and the customer experience. He is also a faculty member of the Protocol School of Washington and a member of the National Speakers Association. David has over 20 years of airline industry experience.*

## Use Your Benefits!

### WAI Legal Services



WAI has partnered with two of its members, Suzanne Massel and Alan Farkas, of the law firm of Madsen, Farkas & Powen, LLC to provide legal services to WAI members.

Any WAI member with a potential legal concern should call WAI. WAI will put the member in contact with Madsen, Farkas, & Powen, LLC (MFP) to obtain a **free thirty-minute consultation**. The purpose of the initial consultation is to receive general guidance about a particular question or concern and to evaluate whether legal representation is necessary. MFP will not render specific legal advice during that consultation and no attorney-client relationship will be formed. If it appears that further representation is needed, and should the member choose to retain MFP, they will receive a 10% discount on any legal services MFP provides to the member. More information about MFP is available on its web site at [www.VFRLitigation.com](http://www.VFRLitigation.com).

### Use your benefits!

For more information:

Phone: (937) 839-4647

Web: [www.wai.org](http://www.wai.org)

Email: [wai@wai.org](mailto:wai@wai.org)



## THE CLASSICS FOR NOTES

For me the holidays is about reconnecting with people. I like to send non-denominational notecards, with plenty of room for me to inscribe personal tidbits inside. This year I've discovered photographer John Slemple's aero notecards to send out to my aviation friends.



ciation of aerodynamic principles. "All aircraft are physical compromises that strive to strike the perfect balance between efficiency and payload, speed and range, durability and cost," he says.

You can buy Slemple's cards for \$20 per set by calling (770) 493-9727 or at [www.aviationfineart.com](http://www.aviationfineart.com). — A.L.

Slemple's unique vision is elegant. There is no question that he is in love with his subjects. "Aviation is the ultimate expression of personal freedom," explains Slemple. "None of the normal human limitations apply. It is the perfect metaphor for how we'd like life to be." The images express Slemple's fascination with aircraft and his appre-



## Train Like You Fly A Flight Instructor's Guide to Scenario-Based Training by Arlynn McMahon

This new guidebook written by *Aviation for Women* columnist Arlynn McMahon shows flight instructors how to implement scenario-based training into their teaching methods to help students train like they fly so they fly like they train. Unlike maneuver-based training, where individual maneuvers are relatively isolated and learned virtually out of context, scenario-based training (SBT) is about the big picture and the integration of all the elements necessary for successful flight. By following structured scripts, SBT teaches students to consider all aspects of a flight—every flight—from beginning to end. McMahon explores SBT and provides the key ingredients and practical techniques to bring it all into the cockpit. It is packed with guidelines and tips that will help flight instructors reach well beyond the FAA Practical Test Standards.

ISBN 978-1-56027-707-1

Published by ASA, Renton, Washington, 2008.

Softcover, 232 pages, \$19.95



## King Courses Now Available Online

Pilots can now study KING Private and Instrument Knowledge Test Courses online. King Schools online courses will work with any computer that has a high-speed connection to the internet, with no special software installation required. Martha King, Co-Chairman of King Schools, says, "No matter which computer you use, when you return to your course it will show you where you left off. Plus, it will retain a history of everything you have done so you will always know your progress and can go back and review areas that you would like to improve on."

King Schools says that eventually every course they have will be available online. And according to John, "Mac users will be pleased to learn that these online courses work beautifully on a Mac."

KING Knowledge Test Courses are \$279. For more information call (800) 854-1001 or visit [www.KingSchoolsOnline.com](http://www.KingSchoolsOnline.com).





## CODi Laptop Bag TSA-Friendly

You know the routine at the checkpoint—shoes off, jacket off, toiletry bag out, laptop out, grab it all and push it toward the X-ray screener and away you go. That routine is repeated several times a day for some of us who travel for a living. Recently, though, a few laptop briefcase/bag companies got together with TSA to see if they could make things simpler for airport employees and travelers.

TSA screens laptops to see if the electronics have been tampered with. TSOs know what the inside of a computer should look like, and can recognize irregularities. This is why they need an unobstructed view as the item moves through the X-ray machine.

CODi's Phantom CT3 Checkpoint-Tested™ laptop case has a unique patent-pending butterfly design that keeps the laptop separate from any peripherals or accessories, allowing a clear X-ray image without the need to remove the laptop. The innovative design allows travelers to grab the case with only one hand for a speedy departure from the security checkpoint.

Purchasing one of these bags will not guarantee that you can leave your laptop in your bag for screening, says the TSA web site. If the bag does not present a clear and distinct image of the laptop separate from the rest of the bag, the laptop will have to be screened separately. Remember, a 'checkpoint friendly' bag must be packed appropriately. TSA reserves the right to re-screen any bag or laptop regardless of the design of the bag. In our tests, the bag passed screening every time.

Made in the USA, the CODi® Phantom CT3 Checkpoint-Tested™ laptop case can be purchased for \$199 at [www.eBags.com](http://www.eBags.com) or (800) 820-6126.



### INTERNATIONAL WOMEN'S AIR & SPACE MUSEUM RELEASES SECOND DECK OF HISTORICAL PLAYING CARDS

The International Women's Air & Space Museum (IWASM) has created a second collectible deck of playing cards celebrating the achievements of women in aviation and space. It will be available in time for the holidays. The first deck was introduced in the fall of 2007 and sold out quickly. None of the women featured on the first deck are repeated in this new project. Many of the photos used to create the deck are from the IWASM archives. Famous women aviators on the cards include Marion Jayne, Nichole Malachowski, and Sally Ride. This deck features a number of women astronauts and more international pilots. "We wanted to create this second deck so that we could highlight more women in aviation and space," said Executive Director Toni Mullee. "The first deck was a huge success and sold out in just a few months so we knew there was substantial interest in a second deck."

The deck includes the standard 52 cards plus three wild cards. Each card face includes a photo and historical fact about the subject. Card faces were sponsored by individuals and organizations interested in supporting the project as well as family members of many of the women featured. One thousand decks have been produced and sell for \$10 per deck at the museum gift shop. The cards can also be ordered by telephone (216) 623-1111 or through the museum's online store at [www.iwasm.org](http://www.iwasm.org).



**Sporty's Pilot Shop went north to find the perfect aircraft for its 2008 annual Sporty's Christmas Ornament.**

**The Cirrus SR-20 and SR-22 stormed onto the single-engine aircraft scene at the millennium, and rapidly rose to a sales ranking neck and neck with the venerable Cessna line of light single-engine, four-passenger flying machines. The SR-22's third-generation incarnation can carry four souls in comfort for 700 miles at typical cruise speeds of 160 knots. Get your ornament at [www.sportys.com](http://www.sportys.com).**



## In The PINK

"Women in general aviation can't win. If we sit in the right seat, the assumption is that we are the passenger. If we sit in the left seat, everyone assumes we are students," says web retailer Debbie O'Neal (a pilot herself). "My answer to that was dress like a woman, be a woman, but let your clothes and gear scream 'I am a woman pilot!'" That was the genesis for her web business Pilots In Pink ([www.pilotsinpink.com](http://www.pilotsinpink.com)).

The web site includes links for women pilots, a photo gallery and a short blog, along with the obvious shopping pages. *Aviation for Women* staff had the opportunity

to try several different pink and logo items, recently, and found that if you are up for wearing pink, Debbie has a few fine products. A favorite was the pink canvas flight bag, with pale purple webbed handles. Inside the bag there are plenty of dividers, compartments (even a safe place for a laptop) and a key ring for keeping the keys where you can find them. It costs \$95.

To go with the bag you might want a cozy pink fleece jacket with logo (\$65) just so people don't think you are simply the porter. Finally (and actually, my favorite) you can go all the way in the cockpit with a unique BeyerDynamic headset in a sweet magenta. The headset provides ambient noise attenuation of approximately 35 dBA. Made in Germany and sporting a five-year warranty, the headset has all of the newest bells and whistles, including connections for mobile phones or music players, automatic volume reduction when air traffic control chimes in and a rugged spring steel headband. Best of all, it is light (approximately 325 g without cable) and reasonably priced at \$379. Outfitted as such, there will be no mistaking who is flying your airplane!

— Amy Laboda



### ON THE THRESHOLD

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RESOURCE FOR EDUCATION

## Aviators Model Code of Conduct

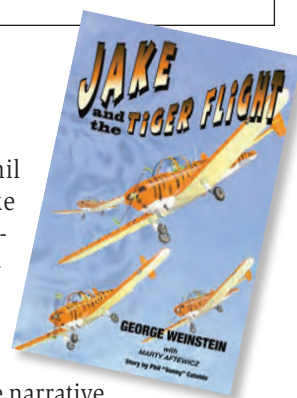
This is a free resource for anyone wanting the tools to advance the safety of general aviation and exercise good aviator citizenship. AMCC will give you a thoughtful document of "Recommended voluntary practices to advance flight safety, airmanship, and the general aviation community," detailing the Seven Principles of conduct for aviators. These categories include General Responsibilities, Passengers and People on the Surface, Training and Proficiency, Security, Environmental Issues, Use of Technology and the Advancement of general aviation. This is information that is basic to encouraging better and safer pilots, and well worth reviewing.

There is an enormous amount of information here, available in seven languages. There are special versions that cover gliders, seaplanes, light sport and students, as well as conventional GA.

On the web site [www.secureav.com](http://www.secureav.com), you can download your own copy of the Aviators' Model Code of Conduct, and you can modify the code to meet your aviation needs. Use this resource and make the world a better place for aviation.

## Jake and the Tiger Flight by George Weinstein with Marty Aftewicz

**W**einstein and Aftewicz have taken Phil Cataldo's charming legend of Jake Skylar, a 12-year-old boy with a hankering for airplanes, and fleshed it into a well-paced, action-packed adventure suitable for the 5th to 8th grade set. The book has all the elements that can entrance a young reader, along with a strong moral message that runs under the narrative, inspiring readers to respect the past and work hard in the present to get what you dream about. Readers are incentivised by a form on the last page that entitles them to their own TigerFlight patch, handed out by the real TigerFlight Squadron on which the characters in the book are based.



ISBN 978-0-9817149-0-5

Published by Tiger Flight Press, Roswell, Georgia, 2008.

Softcover, 209 pages, \$14.95

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

# A TRIPLE PLAY



## WAI MEMBER KIM STRICKLAND ON CONSTRUCTING A COMBO CAREER

*It is hard to imagine a combination of careers that would require a tougher hide: a professional airline pilot, a mom of twin boys, and a published novelist. Somehow, though, United Airlines First Officer Kim Strickland has figured out how to make the juggling act work for her. Aviation for Women had the opportunity to interview Strickland and observe her as she interacted with readers at a book signing for her novel, Wish Club. It was an educational experience!*

### **What made you decide to be an airline pilot?**

I decided that I wanted to be a pilot when I was 14, around the time I started my first novel. I was an unaccompanied minor to North Carolina to visit my sister on a Delta DC 9 and I thought, I have to do this. I got to know a neighbor pilot and saw that he had a lot of time off. I knew that fiction writers didn't make a lot of money so I thought, what can I do that will allow me to work and still have time to write?

### **How did you prepare for your career?**

I did get a degree in journalism. I didn't think that was writing, really, because I wasn't doing fiction for about five years. I was a newscaster on the radio. I filled in

**United First Officer Kim Strickland sits in the right seat of the Boeing she flies from her Chicago O'Hare base. Staying a copilot for many years has been just one strategy she has used to make sure that she can bid the time off she needs to take care of her other two burgeoning careers.**

PHOTOS COURTESY OF KIM STRICKLAND







as a DJ. All the while I earned pilot ratings at University of Illinois. I got a summer internship with Matco Corporation outside of Detroit, Michigan. There I logged almost 180 hours in the King Air 200. That was the critical multiengine turbine time that I needed to qualify to be hired by an airline.

***What was your first airline job?***

In 1987 I was hired by Midway Connection. Then I was hired by Midway Airlines in 1990. I felt kind of like a seal, flopping around. Between ground school and simulator training I interviewed with Delta, American Airlines and United. When I got hired at UAL I was on the property one week when the class I'd been in at Midway was laid off. Timing is everything.

***Are you happy with the company you chose?***

I'm quite senior at United Airlines now. I rode out all the tough years here. I was hired by American Airlines at the same time that I was hired by United, and I won't know until I'm in a rocking chair, old and retired, if I made the right choice that day.

***When did you begin writing novels?***

I wrote a book as a teen. After my kids were born—they were my inspiration. When you have kids, suddenly you grow a sense of mortality. You see all these things you set out to accomplish—and I thought I had to get going. I had my first draft of my second novel ready when they were born. That was November of 2000. They were three and in preschool when I got the idea for *Wish Club*. I loved it and ran with it.



***It had to be difficult flying, with twin boys, and writing a book on the side. How did you manage?***

I started this book in November 2000, and in August of 2002 I was halfway through the first draft when we had the volunteer furloughs. I did eight months in a row of the surplus reduction lines, where I was paid as a senior first officer to stay home. I finished the first and second drafts of *Wish Club* in that time. Then it took two and a half years to take it to the next level. I continued to revise it and shop for an agent.

***Did the first publisher take the book?***

No. There were a lot of rejections. Then I got an agent. Still, there were more rejections, but she stuck with me and I rewrote it. Again and it was rejected. I rewrote it again! And Random House took it.

***What do you think it takes to get a novel published, now that you've done it?***

I think any woman in aviation is probably already persistent enough to get a novel published! I felt like I was tilting at windmills trying to get my aviation job so many times, with people telling me no. But really my book agent tells it best when she says that it takes not just persistence, but enlightened persistence.

You had to understand why you got rejected. You can't take it personally. When you try to get an agent you send a letter and a few pages asking, do you like this? Are you interested? And in the beginning my letter just didn't click and I was getting form letter rejections.

My husband helped me pump up the letter to be more promotional and I began to get nicer rejection letters, on real stationery, with handwritten notes. That's when I knew I was getting close. And when I signed with my agent I had to call back four copies of the manuscript because I had gotten to the point where they were asking to see the whole manuscript. Enlightened persistence—that's how it works.

Flying is like that, too, especially getting hired. I think that you've got to be aware of your surroundings and always having plan B in your pocket.



***You are still flying as a senior first officer. Will you upgrade soon?***

I am a very senior first officer. I do want to be a captain someday, but the rest of my life is taking priority right now. My twin sons are in sixth grade now. I want to write more books. I can drop my trips down to be home for every holiday and school play. I want more kids and we are adopting a little girl through Bridge of Hope from Russia. I feel like life is great and the future looks bright from where I sit.

***How does your family handle your unusual career mesh?***

My husband is an IT guy. When I met him, of all the men I dated, he was the least impressed with what I did. He's been a huge support. It is a pretty ballsy thing that we do. It takes a strong man to understand it. Strong, but humble and confident. He's completely unthreatened by all of it. And he is the best natural born editor I could ever have, which is amazing since he's got an engineering degree. He's a hands-on father, too. When I'm on the road a couple days a week he's down there in the trenches parenting the boys.







***Do you have any advice for aspiring pilot-novelists?***

The news can be discouraging, both in aviation, and in writing, too. Whatever it is that is your dream or goal, go for it. You can still be one of those who do get their dreams. I look at why people fail and I think that they get discouraged and give up. If you don't give up, you can have your dream. And there is that "getting educated" thing we talked about before. Don't give up and get educated about what you want. You'll succeed.

.....  
*Kim Strickland (WAI #30726) recently upgraded to captain for United Airlines. She is currently working on a screenplay of Wish Club, and her next novel!*

*Strickland enjoys the numerous book-signings she's done all over the country for Wish Club (left). That job is a far cry from her other one (above), performing the walk-around preflight of a big Boeing before flight.*



# Kara's *Gift*

One Woman's  
Journey  
Into Aviation







PAUL MARKOW

**F**or Alaris Aviation owner Kara Swensen, it was a babysitting job that began her journey into aviation. “My first major responsibility came at age 14 as a babysitter. I developed a unique friendship with the children’s father, a USN F/A-18 pilot, who recognized a spark in me unique to those who choose to defy gravity,” she remembers. “Finally, I felt somewhat normal.” He became Swensen’s first aviation mentor.

With strong influence from this mentor Swensen entered Arizona State University’s Aeronautical Technology program, and earned her degree there. “I use that every day in my aircraft sales business,” she says. But aircraft sales was not her first aviation career choice. She earned an F-15 slot with the Oregon National Guard, but several tragedies right on top of one another sent her reeling.

“Loss is never an easy thing to deal with, and you don’t know how you are going to react when you get the phone call that you’ve lost somebody in a plane crash,” Swensen explains. “When my aunt was killed, I just went numb. I lost my passion for flying—lost a part of my soul. And since then, I lost the person I thought was the love of my life in another airplane...but he continues to bless me and guide me. He helped me open my heart and point it in the right direction, embracing my grief and turning it to healing... enabling me to embrace the passion of my life and what drives me to succeed. I’ll always be grateful,” she says.

Swensen went out into the “ordinary” or “non-aviation” world, which for her, was like walking around in a black and white film. “I was feeling like I had hit another dead end, and quit my job in Scottsdale, Arizona. That was the day I called my parents and said I think I want to sell airplanes,” she recalls. “I know pilots in the valley, I told them. I asked for \$2,000 to buy a computer.”

Her parents balked. She chuckles, remembering. “They pretty much told me to get a job with a 401K.” It was September 2001, just after 9/11. She was 26 years old and respected their opinion. But Swensen believed in herself.

“With all my soul...I knew I could do this,” she says. A computer store nearby offered her a credit card with a \$2,000 credit line and a 90-day same-as-cash bargain on a machine. She maxed out that credit card with the computer purchase, got a job waiting tables at night at a local restaurant, and paid off the bill in 89 days.

Her business, Alaris Aviation, was a unique kind of aircraft sales, using the internet as its primary tool. Alaris was the first aircraft brokerage firm to upload logbooks to their web site enabling people to learn the maintenance of an aircraft before they commit to travel and see it. “My clients have the money, but not the time to go traveling to look at aircraft that interest them. My web site enables people to make decisions on where to spend their time and ultimately, on which aircraft to spend their money. I have professional partnerships based on integrity that enable buyers and sellers to seek financing, insurance and tax advice,” she explains.

In 2001 it was not long before Alaris Aviation had cus-

tomers. “The first airplane I sold was a Cessna 206, and the buyer owned a C182, and that was my second listing. And my first sales’ son created my first web site,” she recalls. The pieces started placing themselves perfectly, and it wasn’t long before Alaris Aviation had a strong reputation in the industry. “Our business is based on referrals, and of course, our reputation,” she explains. A typical day sees Swensen up at 6:00 a.m., taking her two yellow labs for a walk in the park and by 8:00 a.m. Arizona time she may be closing a deal with an owner or buyer on the east coast of the U.S.

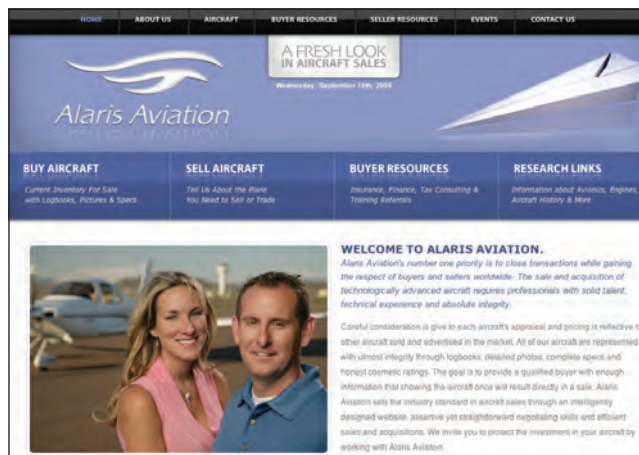
“Now I’ll do deals where I’ve never seen the aircraft in person and never met the buyer or the seller,” she says. “It is great when one day someone walks up to me and starts talking and I’ll remember their name and small detail of the sale and they’ll say, ‘I can’t believe you remember that!’”

As the business grew, Swensen hired trusted friend Brian Mackin in 2005. “Of course, I choose my teammates like I choose my friends. Luckily, the toughest lessons I have learned have been personal and not professional,” she says. “My teammates know that I have their back. We have incredible fun living the life we have created. If you have the motivated energy within your soul, people will aspire to be your friend, both personally and professionally.”

Recently Alaris was chosen by AMPT Associates and *FLY-ING* magazine to represent them as the exclusive broker for the Parade of Pistons, a series of regional aircraft expos that bring major aircraft manufacturers and key dealers together in a single location so that prospective owners can compare, contrast and demo America’s most popular piston aircraft. Parade of Pistons events include a representative sample of aircraft ranging from the exciting new light sport aircraft class to high-performance twins.

Swensen’s positive energy and success in sales have catapulted her to some fantastic opportunities to return goodwill to the aviation community. At Women in Aviation, International Conferences and during the EAA AirVenture Fly-In you can usually find Swensen mentoring at Women Soar or shuttling around Women Airforce Service Pilots (WASP).

And her advice for others interested in becoming aviation entrepreneurs? “Always take care of your credit. I never realized how important that can be. And you have to establish credit, too—don’t



pay cash for everything because that doesn’t build up your score. Be ready to work ... I waited tables while I was building the business,” she smiles. “And then, remember that those who love you the most may be trying to protect you. If you believe in your heart and your soul that you can do it, trust yourself and take that risk. Then, strive to be the absolute best you can be in your business.”

Most of all, though, she coaches, take the time to get to know the people who are going to work with you in your business. “I have the joy of not having to discuss “positions” or “titles” in my company. Those who are on my payroll do not work for me, but with me. They are my teammates and the ones I cross the finish line with on every transaction. I certainly do not want to celebrate a closing by myself! My personal achievement is measured by leading them to their own personal success,” she says.

Despite the fact that her parents refused to loan her the \$2,000 she needed to start up Alaris Aviation, Swensen says their relationship is strong. “My parents have written me letters, over the years, telling me how proud they are. It would have been too easy if they had just given me the money. Maybe I would not have worked so hard, and pushed and made that first sale. I’m glad it went the way it did,” she says confidently. “The company has sold more than 400 aircraft. I get to go to all the shows, and meet the most interesting people. And now people want me to help them! I had a vision, a drive, and positive energy that I put to work. The result: I love my job!”

It doesn’t get any better than that. ✈



COURTESY OF KARA SWENSEN



**Being a small  
business owner,  
I have the joy  
of not having  
to discuss  
“positions” or  
“titles” in my  
company.  
Those who  
are on my  
payroll do not  
work for me,  
but with me.**





# TRASH LANDINGS

## WOMEN HELP THE AIRLINES SAVE CASH AND THE ENVIRONMENT THROUGH **RECYCLING**

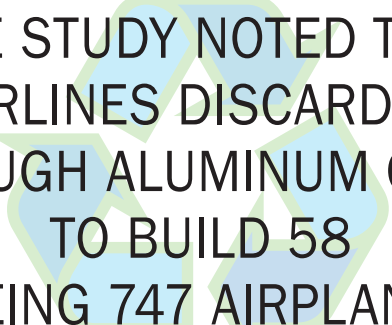
**A** strange obsession has me peeking into trash bins to gauge the success of a new recycling program I've introduced to co-workers at the Denver International Airport (DIA). In January, I distributed 15 recycle bins throughout our regional airline crew rooms, maintenance and administrative offices, and passenger boarding areas. The bins were free—airport personnel gave them to me and agreed to manage six of them. I'm in charge of the others. I've met with our trash haulers, but I still don't trust that our recycling efforts will be rewarded, so I arrive to work early and take time between flights to drag the bins out to the giant recycling receptacles on the ramp. It's selfless, but also selfish. I see so much waste at work that it helps me feel better to do something about it.

"For every penny we save (reducing landfill waste), the airlines realize that savings," explained Janell Barrilleaux, director of DIA's environmental programs. She is striving for a five percent reduction in the amount of solid waste that goes to the landfill per passenger annually. The airport gets a discount on trash hauled to the landfill through its aggressive recycling. With rising fuel costs, I can't imagine any airline not considering the importance of this. And yet the majority of airlines fall far short.

The Natural Resources Defense Fund conducted a study, "Trash Landings: How Airlines and Airports Can Clean Up Their Recycling Programs," that revealed that 47 percent of airport waste going to landfills was coming from airplane waste. The study noted that airlines discarded enough aluminum cans to build 58 Boeing 747 airplanes. This is one place where aviation was getting a bad name for itself as a contributor to the environmental problems we have globally. I knew, as a woman in aviation, that we could do better, and I wanted to help.

**by Linda Berlin**

Meredith Sorensen, waste minimization manager at the



THE STUDY NOTED THAT  
AIRLINES DISCARDED  
ENOUGH ALUMINUM CANS  
TO BUILD 58  
BOEING 747 AIRPLANES.



Portland International Airport, agreed with me. She called the study “a wakeup call.” She also runs one of the most progressive airport recycling programs in the country. “It’s a complex issue with many challenges,” she said, “The airlines need top level management support in order to make the recycling program successful.”

After talking to her, I realized that I would have to meet with my company’s upper management to convince them that onboard recycling is a must-do. To gather information for a future presentation, I turned to other airlines to learn how they are greening up.

At Horizon Air, where a similar fleet of Dash-8s is flown, in-flight recycling has been status quo for more than 10 years. “It’s part of our passion and part of our culture,” said Horizon’s Robyn Luna, in-flight services supervisor. It’s the flight attendants that make all the difference, she said. “They are the ones that are promoting it.” To help them, Luna introduced a clear plastic drawstring recycle bag. Once aluminum cans and plastic bottles are collected in this bag, they are placed on top of the gray trash bags. On short flights and quick turns, this helps prevent comingling.

Delta Air Lines has recently expanded its recycling effort. For years, flight attendants recycled aluminum cans, but now, with corporate support, many more items onboard are getting recycled. “What we found was the program could not be built just on volunteers,” said Jennifer Otenti, project manager of Delta’s Environmental Health Department. “We had to have corporate support for the program to stick.” Delta’s chief financial officer agreed to do an 18-month feasibility study and the end result is that now Delta also recycles plastic water bottles, beverage cups, snack trays, newspapers and magazines.

At first, the company only recycled on domestic flights into Atlanta, but it has since branched out to recycle at a variety of outstations including Cincinnati, Cleveland, Portland, Salt Lake City, and Seattle. It’s easier on the West Coast, Otenti noted, where recycling is part of the culture. Cincinnati has been tough. Seven months into this effort, the company has recycled 148 tons of material. All proceeds are donated to Habitat for Humanity, a nonprofit that builds homes for the poor.

“I’m using Delta’s time and Delta’s resources to do charitable work,” said Susan Powell, a senior flight attendant based in Atlanta, Georgia. “What’s not to like about that?” Powell grew up in the south, where recycling isn’t high on the list of things to do, but it’s easier to promote when it benefits poor families. “There isn’t a flight attendant or passenger that doesn’t agree with Habitat for Humanity.” Powell makes public announcements about recycling and that seems to help. “Passengers are all for it,” she said. “Even the cleanup crews appreciate it because things are much tidier at the end of a flight.”

Delta “is ahead of the game,” said Mini Smith, compliance manager for Atlantic Southeast Airlines. “They are saving so much money. For them, it’s a no-brainer. It’s trash that’s not going to the landfill.” ASA, a Delta regional partner, is following suit, sharing Delta’s recycle bins at the Atlanta airport. For these smaller airlines, it’s harder to get a full-blown in-flight recycling program in place, she noted, mainly because



PHOTOS BY SHARON HENDERSON

there is only one environmental person in charge and recycling isn’t required. “I’m a one-man show,” Smith explained. “That’s my limitation.” Currently, ASA is only recycling aluminum cans on inbound flights to Atlanta and Cleveland, but Smith hopes to expand that. ASA has even rewritten the flight attendant manuals to encourage recycling. Soon, the company will take over an existing hangar at the Atlanta airport where recycling will be a top priority, she noted.

This emphasis on getting maintenance crews to recycle is something I can relate to. Out of the nine recycle bins I manage, the ones in maintenance fill up the quickest. It’s put a nice dent in our reduction of landfill waste on the ground in Denver.

**WHEN INTERNATIONAL FLIGHTS ARRIVE, THE GERMAN NEWSPAPERS ARE REDISTRIBUTED FOR LOCAL STUDENTS TO PERUSE.**



"It does take communication, collaboration and education," said Portland's Sorensen. "The two perceived barriers to recycling onboard are time constraint and space," she noted. "You're collecting the trash anyway, it's just a matter of gathering it differently."

At the Portland airport, Sorensen is tailoring the recycling program for each airline. She does waste sorts of targeted flights to determine how much of the trash could be recycled, and then shares that information with the airline. Delta, she said, has gone from zero to 34 percent recycling since this corporate-sponsored program started up.

Creative solutions abound. When international flights arrive in Portland, the German newspapers are redistributed to local high schools and colleges for students to peruse. At the airport's concessions, Sorensen hands out biodegradable bags to divert French fries and pizza crust from the landfill. She always tries to find the "mover and shaker" at the restaurants who is interested in doing this.

Back in Denver, Barrilleaux complained that people don't read signs so successful recycling is more about good habits. "You should make it part of the routine," she said.

I put a recycle bin in a dispatch room that had no trash bin. The bin had a handmade sign on it that read: "No Trash, Recycling Only, Plastic Bottles and Aluminum Cans." After a four-month effort, I'm noticing a shift among colleagues.

## HOW FAST CAN WE CHANGE?

*In December 2006, the Natural Resources Defense Council reported startling findings from a year-long study of how U.S. airports and airlines dispose of waste.*

Here are some highlights:

- Nearly 90 percent of the waste generated at a typical airport is from airline waste, retail and restaurant tenants at airports, yet many airports fail to target these waste creators. Funds for recycling programs are primarily focused on airport public areas, where only about 12 percent of the airport's waste is generated.
- In 2004, airlines discarded 9,000 tons of plastic and enough newspapers and magazines to fill a football field to a depth of more than 230 feet.
- If aluminum cans are just one percent of the waste generated at airports and airlines, achieving a 25-percent recycling level of this material would result in a reduction of greenhouse gas emissions of 4,378 tons annually—that equates to a removal of 3,243 cars from the road.
- Eight airports reporting the highest recycling rates (more than 10 percent) have hired a recycling coordinator and have worked toward airplane waste recycling—a necessary component since airplanes generate nearly half the waste at airports.

They no longer look at me as if I've lost my mind as I unload my used dispatch releases and empty water bottles into the recycling bins inside the terminal. My first officers are participating and my flight attendants are intrigued. The nine bins I manage are filling up faster than ever before. I feel a whole lot better these days when I come to work because I can continue to recycle as aggressively as I do at home.

"We're such a wasteful society," said Delta's Susan Powell. "It's just a learning curve. Ya'll can do this. It's just so easy." ➔

.....  
Linda Berlin (WAI #10243) flies the Dash-8 for Mesa Airlines, based in Denver, Colorado. E-mail her at [berlindasky@yahoo.com](mailto:berlindasky@yahoo.com).



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# *A New Approach for Your Tomorrow*

**20th Annual International  
Women in Aviation Conference  
February 26-28, 2009  
Atlanta, Georgia**





For 20 years the International Women in Aviation Conference has been a catalyst for change in countless lives. Through scholarships, mentoring and networking Women in Aviation, International has had a significant impact on career opportunities for all in aviation and aerospace. *If you go to only one Conference this year, make this the one.*

# Conference Schedule Overview 2009

## Wednesday, February 25

- 8:00 AM - 5:00 PM Flight Instructor Refresher Clinic *sponsored by NAFI*
- 8:00 AM - 4:00 PM Tour - Museum of Aviation Robins AFB and TIMCO Aviation Services in Macon, Georgia
- 3:00 PM - 6:00 PM Registration Open *sponsored by Cessna*
- 3:00 PM - 6:00 PM WAI Chapter Leadership Workshop
- 6:30 PM - 7:30 PM WAI Chapter Reception *(ticket required)*

## Thursday, February 26

- 8:00 AM - 4:30 PM Registration Open *sponsored by Cessna*
- 8:00 AM - 5:00 PM FAA Maintenance Recurrent Training *sponsored by AWAM*
- 8:00 AM - 5:00 PM Flight Instructor Refresher Clinic *sponsored by NAFI*
- 8:30 AM - 12:00 PM Tour - Delta Air Lines Technical Operations Center
- 9:00 AM - 12:00 PM Aerospace Educators' Workshop *sponsored by FAA*
- 9:00 AM - 12:00 PM Professional Development Seminar
- 10:00 AM - 10:45 AM New Members' Social *sponsored by Utah Valley University*
- 11:00 AM - 12:00 PM WAI Membership Meeting
- 1:00 PM - 5:45 PM Exhibits Open
- 1:30 PM - 4:30 PM Professional Development Seminars
- 3:00 PM - 5:00 PM Ask The Masters (CFI) Roundtable *sponsored by NAFI*
- 5:00 PM - 6:00 PM College/University Student Seminar and Social Gathering *sponsored by AOPA and UAA*
- 6:00 PM - 7:15 PM Opening Reception *sponsored by Gulfstream*
- 7:30 PM - 8:30 PM FAA Safety Seminar *sponsored by AOPA*

## Friday, February 27

- 7:30 AM - 8:30 AM Media Breakfast *(by invitation only) sponsored by Cessna/GAMA*
- 9:00 AM - 10:30 AM General Session *sponsored by Chevron Global Aviation*
- 10:30 AM - 5:00 PM Exhibits Open *(closed during luncheon)*
- 12:00 PM - 1:30 PM Luncheon *sponsored by Delta Air Lines*
- 2:00 PM - 5:00 PM Education Sessions
- 6:00 PM - 8:30 PM Evening at the Georgia Aquarium *sponsored by AirTran Airways*

## Saturday, February 28

- 9:00 AM - 10:30 AM General Session *sponsored by The Boeing Company*
- 10:30 AM - 3:00 PM Exhibits Open
- 2:00 PM - 5:00 PM Education Sessions
- 6:00 PM - 7:00 PM Pre-Banquet Reception *sponsored by TIMCO Aviation Services*
- 7:00 PM - 10:00 PM 2009 Scholarship Awards Banquet and WAI Pioneer Hall of Fame Induction Ceremony *sponsored by UPS*

*Times and events are subject to change*

**Conference attire:** Business or business casual attire is appropriate for most of the events at the WAI Conference. The closing banquet is semi-formal, business attire or military dress, and the tours are casual.

## Proposed Education Sessions

(stay tuned to [www.wai.org](http://www.wai.org) — more educational sessions will be added!)

### PILOTS / FLYING

- Airspace Redesign - What Is It and How Am I Affected?
- Engine Systems 101 for Pilots
- Night Flying
- Owner Maintenance - Rights, Responsibilities and Privileges
- Improving Your Standard of Flying

### HISTORY

- WASP
- Women Air Force Services Pilots and Their Fight for Veteran Status
- The Untold Story of the Skies over America on 9/11

### MILITARY

- Air Force Reserves - A Balancing Act
- Stories from the War Front - Combat Veteran Panel

### MAINTENANCE

- Human Factors in Maintenance and Ramp Safety
- ASTM Standards and Aircraft Maintenance
- Maintenance - Architecture of an Alteration

### SAFETY

- Safety Management Systems, an Old Idea and New Requirements
- Anatomy of an Accident; Fascinating Facts
- The Age Factor of Small Aircraft for Aircraft Owners and Pilots
- Transportation of Hazardous Goods

### ENGINEERING

- Logistics Modeling, Simulation and Analysis
- Enabling Decisions with Modeling and Simulation
- Cabin Air of Tomorrow

### PROFESSIONAL DEVELOPMENT

- Don't Just Dream About Your Career - Act!!!
- Maintaining Student Interest
- Mastering the Challenge of Change
- Bridging the Generational Gap
- How to Navigate from Within
- In Focus - Discover Five Steps to Developing a Laser Focus

### MANAGEMENT

- The Importance of Data Sharing to Improve Safety
- Practicing Safe Press
- Friendly Fire Town Hall

### CAREERS

- Aviation Photography - Capturing a Passion
- Space Transportation for the 21st Century
- Logistics - Planning Now for Your Perfect Flight Tomorrow
- Meet Top Female Executives at the World's Largest Airports
- FAA Careers Qualifications and How to Apply for an FAA Job
- Approach Tomorrow Today: Start preparing for your upgrades now!
- Aircraft Dispatcher Opportunities
- More Than Just Flying - Non-Flying Air Force Careers
- Corporate Aviation - So Many Career Choices

ILLUSTRATIONS BY CHARLES JOHNSON • VISUAL ARTS CENTER, FT. MYERS, FLORIDA



# Conference Information 2009

## Invited Speakers

**Richard Anderson** – CEO, Delta Air Lines

**Victoria Cox** – V.P. Air Traffic Organization Operations and Planning, Federal Aviation Administration

**Bob Fornaro** – CEO, AirTran Airways

**“Corkey” Fornof** – movie stunt pilot, aerial coordinator and director for movies (including Octopussy, 6 Days/7 Nights starring Harrison Ford, Face Off starring John Travolta, and more)

**Ervin “Sonny” Perdue** Governor of the State of Georgia

**Patty Wagstaff** – Aerobatic Champion and air show performer, WAI pioneer

**Peggy Whitson** – first female Space Station commander and record-holder for the most planetary orbits from space

## Hotel

Reserve your room before  
February 2, 2009  
right from [www.wai.org](http://www.wai.org).

### Conference Hotel:

**Hyatt Regency Atlanta**  
[atlantaregency.hyatt.com](http://atlantaregency.hyatt.com)  
265 Peachtree Street NE  
Atlanta, GA 30303-1294  
(404) 577-1234  
(800) 492-8804  
Special WAI Rate:  
\$139/night single/double  
\$159/night up to four people



## Transportation

**Enterprise Rent-A-Car** is offering a 5% discount on car rentals to Conference attendees. Call 1-800-Rent-A-Car and mention special code 32F3422 or, online go to [www.enterprise.com](http://www.enterprise.com) and enter special discount code 32F3422, “search,” then enter the PIN “wom” and select “sign in.”

**Parking:** The Hyatt Regency is offering Conference attendees a special daily parking rate of \$19, or you can go to the excellent interactive parking map at [www.atlantadowntown.com/parking/index.html](http://www.atlantadowntown.com/parking/index.html) for other parking alternatives in downtown Atlanta.

**Atlanta Mass Transit (MARTA)** Fare is only \$1.75 from the airport to the hotel at Peachtree Center station. More info at [www.itsmarta.com](http://www.itsmarta.com).

## Museum of Aviation at Robins AFB and TIMCO Aviation Services Tour

**Wednesday, February 25** Register by February 13, 2009

**8:00 AM to 4:00 PM** (Breakfast and Lunch included)

Join WAI for a trip to Robins Air Force Base and discover the “Crown Jewel” of Middle Georgia—the Museum of Aviation, now the second largest museum in the United States Air Force. Displaying 93 aircraft and hundreds of exhibits on a beautiful 51 acre site, the museum has grown into a significant exhibit, education and cultural center drawing more than 500,000 visitors a year. On the way back from this self-guided tour we will stop in Macon, Georgia, to tour WAI Corporate member TIMCO Aviation Services at Middle Georgia Regional Airport, where the company has heavy aircraft maintenance, repair and overhaul facilities. The bus ride to/from the museum is approximately 1:45 hours each way. The stop at TIMCO on the way back to Atlanta will be for approximately 45 minutes. A light breakfast (with vegetarian option) sponsored by Chick-fil-A and boxed lunch is included. **Cost \$50**

## Delta Air Lines Technical Operations Center Tour

**Thursday, February 26**

**8:30 AM to 12 NOON** Limited Space Available

The TOC is 63 acres under roof and performs maintenance for Delta owned engines, components and aircraft hangar visits including the painting of aircraft. Delta TechOps is also a Maintenance/Repair/and Overhaul (MRO) provider for over 100 customers, including several Air Carriers.

Included on the tour will be the Engine Shop, Test Cells, Hangar Bays, Aircraft in for Heavy Maintenance Visit (HMFV), Stores, Composite Shop, Paint Hangars, Electronics and Avionics Shops. **Cost \$20**

## Evening at the Georgia Aquarium Private Tour & Reception

**Friday, February 27**

**6:00 PM to 8:30 PM** Limited Space Available

The Georgia Aquarium is a short 12-15 minute walk from the Hyatt Regency, with 8 million gallons of water under one roof. It is now just one of four facilities worldwide with a manta ray (“Nandi”) on display, and the only one in the United States. Nandi is something of a show-off, and she is not alone. The Georgia Aquarium boasts the largest variety of fish in any commercial aquarium. AirTran Airways is sponsoring this private tour with catering by Wolfgang Puck, allowing WAI Conference registrants the chance to get as close as they dare and mingle with a truly unforgettable and colorful crowd of undersea creatures, right at eye level. **Sponsored by AirTran Airways**



# Exhibit Hall • Trade Show • Job Fair

Visit more than 150 exhibitors including aerospace companies, airlines, associations, manufacturers, the military, museums, publishers, universities, organizations and vendors at the Conference. Some companies conduct on-site interviews. Bring your résumé and start your new career here!

## Last year's Conference exhibitors included:

AAR Corp.  
Air Force Reserve  
Air Line Pilots Association International  
Air National Guard  
Air Race Classic, Inc.  
Air Serv International  
Air Wisconsin Airlines Corp.  
AIR, Inc.-Aviation Information Resources, Inc.  
Aircraft Owners & Pilots Association (AOPA)  
Airline Ground Schools  
AirNet Systems, Inc.  
AirTran Airways  
Alaska Airlines  
Alpha Flying, Inc.  
American Airlines  
American Airlines Federal Credit Union  
American Eagle  
American Eurocopter  
Ameriprise Financial Advisors  
Association of Women in Aviation Maintenance (AWAM)  
ASTAR Air Cargo  
Atlantic Southeast Airlines  
Authors' Table  
Aviall  
AviaNation.com  
Aviation Supplies & Academics, Inc. (ASA)  
The Boeing Company  
Bombardier Aerospace & Bombardier Flexjet  
CAE SimuFlite  
California Wing Specialties  
Cape Air / Nantucket Airlines  
Cessna Aircraft Company  
Chevron Global Aviation  
Cirrus Design Corporation  
Civil Aerospace Medical Institute  
Colgan Air  
Comair  
Compass Airlines  
Continental Airlines, Inc.  
CSC DUATS  
Daniel Webster College  
David Clark Company Inc.  
Delta Air Lines, Inc.  
Delta Community Credit Union  
Delta Connection Academy  
DTC DUAT Service  
Embry-Riddle Aeronautical University  
Experimental Aircraft Association  
ExpressJet Airlines  
FAA - Aeronautical Charting  
FAA - Air Traffic Organization  
FAA - Surveillance & Broadcast Services  
FAA - System Operations  
FAA First Federal Credit Union  
Federal Aviation Administration (FAA)  
FedEx Express  
FlightSafety International  
FLTOPS.com  
FLYING Magazine  
Frontier Airlines  
Gabrielle Becker Designs, LLC  
Garmin International  
Girls With Wings  
Goodyear Tire & Rubber Co.  
Gulfstream  
Gulfstream Training Academy  
Hamilton Sundstrand  
Hawker Beechcraft Corporation  
Horizon Air  
International Women's Air & Space Museum  
ISA+21  
Jeppesen  
JetBlue Airways  
JetDirect  
Kansas State University at Salina Aviation  
King Schools  
LeTourneau University  
Lockheed Martin  
Mach 2 Management  
Marine Corps Recruiting Command  
Mesa Air Group  
Mesaba Airlines  
Midcoast Aviation  
Middle Tennessee State University  
Museum of Women Pilots  
National Air Traffic Controllers Association  
National Association of Flight Instructors (NAFI)  
National Business Aviation Association (NBAA)  
National Gay Pilots Association  
NetJets Aviation  
The Ninety-Nines, Inc.  
Northwest Airlines  
Omni Measurement Systems, Inc.  
Pan Am International Flight Academy  
Pinnacle Airlines Inc.  
Plane Mercantile  
Port to Port Air Jewelry  
Pratt & Whitney  
Professional Aviation Maintenance Association (PAMA)  
Professional Women Controllers, Inc.  
PropCovers.com  
San Juan College  
Sikorsky Aircraft  
Silent Auction  
Skybus Airlines  
SkyWest Airlines  
Southern Illinois University Carbondale  
Southwest Airlines  
Spirit AeroSystems, Inc.  
Talon Systems  
Tecnam Aircraft  
Telex  
The University of Tennessee, Aerospace MBA  
TIMCO Aviation Services, Inc.  
U.S. Coast Guard  
U.S. Customs & Border Protection  
U.S. Navy  
UND Aerospace  
United Airlines  
University Aviation Association  
University of Dubuque  
UPS  
US Airways  
US Airways Exp - PSA Airlines, Inc.  
Utah State University Flight Program  
Utah Valley State College Global Aviation  
VedaloHD Performance Sunglasses  
Virgin America  
WAI Membership/Chapter Booth  
WAI Merchandise  
Wal-Mart Aviation  
WASP World War II  
Westminster College  
Whirly-Girls  
Wings Financial Federal Credit Union  
WMU College of Aviation  
Women in Corporate Aviation  
Women Military Aviators



## Registration Options

**Full Registration** includes all meetings, meals, exhibits and social events.

**One Day Registration** includes all meetings, meals (luncheon or banquet) and exhibits for that day.

**Student Registration** includes all meetings, meals, exhibits and social events, except the Saturday night banquet.

**Miscellaneous Tickets** are available for the opening reception, luncheon and banquet for registrants requiring additional tickets.

**Military Rate** available for active duty, reserve and guard members.

**Child Rate** available for children of attendees age 6-12 (excludes all food and social events).

## Student Sponsorship

Each year there are college students who need financial help to attend the Conference. Please sponsor a student for \$165. Check the box on your registration and send in your donation with your registration fee.

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*Photos taken by WAI representatives may feature Conference or activity participants. Through participation in WAI activities, all participants grant permission for their photos to appear in any publication or display of the organization.*

# Clinics • Workshops • Training • Seminars

## Flight Instructor Refresher Clinic (FIRC)

*Sponsored by NAFI*

**Two-day Course: Wednesday, Feb. 25–Thursday, Feb. 26 8:00 AM–5:00 PM**

**Fee: \$155 (member); \$195 (non-member)**

Renew your CFI up to three months in advance without changing your renewal date. This in-person classroom experience lets you share your concerns with other CFIs. And it is the only FIRC you can take surrounded by WAI members. Best of all, your FIRC fees benefit Women in Aviation, International. ASA materials included.

## FAA Maintenance Recurrent Training

*Sponsored by the Association for Women in Aviation Maintenance (AWAM)*

**Thursday, February 26 7:00 AM–8:00 AM Registration; 8:00 AM–5:00 PM Seminar**

This education maintenance seminar meets IA Renewal requirements and provides career development advice. Attend it to achieve the required eight hours. Participants receive a certificate of completion to present to their local Flight Standards District Office. This seminar is also open to those interested in pursuing or upgrading a maintenance career.

## Aerospace Educators' Workshop

### FAA Presents Informal Aviation and Space Education: Learn Hands-on Activities to WOW Students and Teachers

*Presented by FAA AVSED Team*

**Thursday, February 26 9:00 AM–12:00 PM**

Do you love aviation—but aren't quite sure how to share your passion with students and teachers? The FAA Aviation and Space Education (AVSED) Team will teach you how to motivate students and help teachers using simple aviation activities. We must keep our future workforce interested in science, mathematics, engineering and technology. Even if you already know the benefits of using aerospace to motivate young people, this workshop will offer insight on new activities, resources and programs.

## Ask The Masters Roundtable Discussion

*Sponsored by NAFI*

**Thursday, February 26 3:00 PM–5:00 PM**

Maximize your knowledge. Pilots, student pilots and would-be pilots can ask a Certificated Master Flight Instructor all those questions they've always wanted to ask. Get expert answers to the toughest learn-to-fly issues, from beginners to advanced training. Each table will accommodate one Master Instructor and nine participants. After 20 minutes, participants will rotate to another table to have additional questions addressed.

## FAA Safety Seminar

### The Top Five Mistakes Pilots Make

*Presented by Kathleen Vasconcelos, Manager of Safety Education Programs, AOPA Air Safety Foundation*

**Thursday, February 26 7:30 PM–8:30 PM**

It's sad but true: In an average year, three quarters of all accidents are caused by pilot error. And the mistakes that lead to those accidents? For the most part, they're the same ones pilots have been making for decades.

ASF's latest seminar takes new aim at those old mistakes. We've identified the most common fatal errors pilots make and put together a show that's full of practical tips for avoiding them. From steering clear of weather to maneuvering safely and much more, if you're looking to minimize your chances of being involved in a fatal accident, you'll definitely want to attend this seminar!



## Professional Development Seminars

### Virtual Reality

*Sponsored by The Boeing Company*

**Thursday, February 26 9:00 AM–12:00 PM**

Whether or not you have been impacted by virtual communications, the reality is that most leading companies are utilizing virtual communications to conduct day to day operations. Many companies are realizing to remain competitive they have to draw upon expertise from people across generations, cultures, time zones, and professional disciplines. Companies are also finding that in a virtual environment a special focus on teaming and etiquette is necessary to develop those virtual teams because the rules of engagement have changed.

This presentation will provide audience members with insights and tools on how to succeed in this new virtual environment. We will examine how to incorporate the benefits of virtual technology and mitigate some of the pitfalls that can cripple a virtual team's performance. Planning and time management are vital elements to a successful team when team members are scattered across the globe. Virtual teams benefit from Face to Face Time, Team Rules, Self-Discipline, Trust, Leadership Support, and A Balanced Use of Technology.

Demos, hands on activities and lessons learned will provide audience members with skills ready to go back and implement key components to a successful virtual office program and leading virtual team members.

### Your Financial Flight Plan

*Presented by Bob Warner and Noel Marshall  
Wealth Educators for Aviators, LLC*

**Thursday, February 26 1:30 PM–4:30 PM**

Protect, Save & Grow Your Financial Wealth and realize your aviation lifestyle dreams! Learn to focus on the strategic positioning and flow of your money. We teach a holistic way to analyze your financial situation and develop a very dynamic approach to achieving an effective and efficient financial strategy for you and your family.

### Safety is No Accident

*Delivered on the "silver wings of humor" by Ralph Hood*

**Thursday, February 26 2:00 PM–4:00 PM**

Learn to set and live by standards of safety—the right standards. Learn the critical difference between standards and goals. Apply to your workplace the standard-setting methods that have worked so well in aviation. One major company called this workshop "right on target" for their safety managers. This presentation will be both educational and humorous.



# Conference Registration 2009

**If you are not a WAI Member, use the Membership Form on the right to join now and save on this registration.**

Name \_\_\_\_\_ WAI Membership Number \_\_\_\_\_

☐ New Member (please complete Membership Form) ☐ Renewing Member (please complete Membership Form) ☐ Request Address Change

Preferred First Name for Badge \_\_\_\_\_

Aviation Affiliation/Occupation \_\_\_\_\_

Company/Educational Institution \_\_\_\_\_

Address ☐ home ☐ work \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Preferred Phone ☐ home ☐ work ☐ cell \_\_\_\_\_ E-mail address \_\_\_\_\_

☐ First time attendee ☐ I would like to volunteer at the Conference ☐ I am an FAA employee

## Register Early and SAVE!

### EARLY REGISTRATION (by December 5, 2008)

	Member	Non-Member
<input type="checkbox"/> Full Registration (includes opening reception, luncheon, and banquet)	<input type="checkbox"/> \$319	<input type="checkbox"/> \$369
<input type="checkbox"/> Full Time Student (age 13 and up – includes opening reception, luncheon. <b>Banquet NOT included</b> )	<input type="checkbox"/> \$165	<input type="checkbox"/> \$195
<input type="checkbox"/> Child, 6-12 years old (meals and receptions NOT included)	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20

### GENERAL REGISTRATION (December 6, 2008 - February 6, 2009 – no refunds after this date)

<input type="checkbox"/> Full Registration (includes opening reception, luncheon and banquet)	<input type="checkbox"/> \$379	<input type="checkbox"/> \$429
<input type="checkbox"/> One Day – <b>Limit 1</b> (meal function of the day is included) <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	<input type="checkbox"/> \$180	<input type="checkbox"/> \$220
<input type="checkbox"/> Full Time Student (age 13 and up – includes opening reception, luncheon. <b>Banquet NOT included</b> )	<input type="checkbox"/> \$190	<input type="checkbox"/> \$225
<input type="checkbox"/> Military Rate ( <b>price in effect through February 6, 2009</b> ) (branch of military) _____	<input type="checkbox"/> \$319	<input type="checkbox"/> \$369
<input type="checkbox"/> Child, 6-12 years old (meals and receptions NOT included)	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20

**On-site registration fee will be \$75 additional – effective February 7, 2009.**

### I WOULD LIKE TO ORDER THE FOLLOWING TICKETS:

# _____ Extra opening reception or opening reception only (Thursday)–\$25 each	<input type="checkbox"/> _____	<input type="checkbox"/> _____
# _____ Extra luncheon or luncheon only (Friday)–\$50 each	<input type="checkbox"/> _____	<input type="checkbox"/> _____
# _____ Extra banquet or banquet only (Saturday)–\$75 each	<input type="checkbox"/> _____	<input type="checkbox"/> _____

### I WOULD LIKE TO SPONSOR A WAI STUDENT MEMBER:

# _____ Students–\$165 each	# _____ Student Banquet Tickets–\$75 each	<input type="checkbox"/> _____	<input type="checkbox"/> _____
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### TOURS/SPECIAL EVENTS –

<input type="checkbox"/> Flight Instructor Refresher Clinic sponsored by NAFI (Wednesday, Feb 25 - Thursday, Feb 26 8:00AM–5:00PM)	<input type="checkbox"/> \$155	<input type="checkbox"/> \$195
<input type="checkbox"/> Museum of Aviation and TIMCO Tour (Wednesday, February 25 8:00AM–4:00PM <b>Register by February 13, 2009</b> )	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50
<input type="checkbox"/> Delta Air Lines Tour (Thursday, February 26 8:30AM–12:00NOON <b>Limited Space</b> )	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20
<input type="checkbox"/> Wear eyeglasses? <input type="checkbox"/> Special transportation needed during Delta tour?		
<input type="checkbox"/> Evening at the Georgia Aquarium sponsored by AirTran Airways (Friday, February 27, 6:00PM–8:30PM <b>Limited Space</b> )	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee

### RESERVATIONS – I plan to attend the following Seminars and Workshops:

<input type="checkbox"/> Virtual Reality Seminar (Thursday, February 26, 9:00AM–12:00NOON)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee
<input type="checkbox"/> Your Financial Flight Plan Seminar (Thursday, February 26, 1:30PM–4:30PM)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee
<input type="checkbox"/> Safety is No Accident! Seminar (Thursday, February 26, 2:00PM–4:00PM)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee
<input type="checkbox"/> FAA Maintenance Recurrent Training sponsored by AWAM (Thursday, February 26, 8:00AM–5:00PM)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee
<input type="checkbox"/> Aerospace Educators' Workshop sponsored by FAA (Thursday, February 26, 9:00AM–12:00NOON)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee
<input type="checkbox"/> Ask the Masters Roundtable sponsored by NAFI (Thursday, February 26, 3:00PM–5:00PM)	<input type="checkbox"/> no fee	<input type="checkbox"/> no fee

**Total Payment** \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Payment Policy:** Registration fees will be applied at rates in effect at the time payment is made online, by fax, by phone or postmarked. If discrepancies occur in check payments, the check amount will be applied to conference fees, and the registrant will be billed for remaining fees. If payment is made by credit card, the full effective rate will be charged to the credit card.

**Refund Policy:** Full refunds for cancellations will be given until **December 19, 2008 midnight EST**. From **December 20 through February 6, 2009 midnight EST**, the registration fee less \$75 will be refunded.

**After February 6 midnight EST, no refunds will be given.**

If you cannot attend, you may donate your conference fees to WAI as a charitable donation or transfer your registration to another person in the same registration category.



Registrations are accepted only with accompanying check or credit card payment (no purchase orders). If paying for more than one registration, all registration forms must be together with payment.

### Form of Payment (must be payable in U.S. funds)

☐ MasterCard ☐ VISA ☐ Check (Payable to Women in Aviation, International)

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name (Print) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

(sign as name appears on credit card)



**S**cholarship awards are a major part of what Women in Aviation, International is all about. In the past 12 years WAI has disbursed more than \$6 million to its members to help them get ahead and advance into the aviation and aerospace careers they have always dreamed about.

You must be a member of Women in Aviation, International to apply for these scholarships. You can join online, or by filling out the membership form on page 53 of this magazine. It will be the best \$39 (\$29 for students) that you'll spend this year. ***This listing is in addition to more than 40 scholarships already published in the July/August and September/October issues of Aviation for Women magazine. Check the web site at [www.wai.org](http://www.wai.org) for a complete list.***

#### **From Rose to Rise Scholarship**

This scholarship will be given to someone who has soloed and is working toward a private pilot certificate, and shows a well-rounded aviation interest. Preference will be given to female applicants over the age of 30. The scholarship must be used within one year and will be paid directly to a school under recipient's name. Include in your essay an explanation of the depth of your aviation interest/participation and why the scholarship would be beneficial to you. (Scholarship value \$500)

### **Submission Requirements**

Each applicant must be a WAI member and may apply for no more than **two** scholarships. These requirements are in addition to all stated specifications in individual listings.

All applications must include **five (5) stapled sets (NO FOLDERS)** of the following information:

- application form
- three one-page recommendation letters
- typed, descriptive 500-word essay
- résumé
- copies of all aviation and medical certificates and the last three pages of your pilot logbook, if applicable

Descriptive essay or résumé should address the following:

- your aviation history and goals
- what you have done for yourself to achieve your goals
- where you see yourself in five and 10 years
- how the scholarship will help you achieve your objective and your present financial need
- flight or other training/education for which you need assistance; how your previous training was financed; educational scholarships, awards and honors; where you would obtain the training and the hourly rate for the instructor, aircraft, and simulators, or other costs, **if applying for cash scholarship**
- demonstrated involvement in aviation activities
- other applicable information as requested for each specific awards/grants/scholarships

**International applicants** must meet the above requirements. In addition, you must include your country's pilot, mechanic or other requirements and the equivalent copies of licenses and medicals.

*All scholarships, unless otherwise noted, will be awarded during the 20th Annual International Women in Aviation Conference, to be held at the Hyatt Regency Atlanta in Atlanta, Georgia, on February 26-28, 2009.*

## **Scholarship FAQ's**

#### **Do I have to be a WAI member to apply for a scholarship?**

Yes, one of the requirements for the WAI scholarships is that you must be a member of WAI. Scholarships are one of the benefits of being a member of WAI—along with *Aviation for Women Magazine*, reduced registration fees for the annual Conference, access to the Members Only section of our web site, and many other benefits.

#### **Do I have to attend the Conference to receive a scholarship?**

No, attendance at the Conference is not a requirement to receive a scholarship. However, there are many reasons to attend the Conference other than the scholarships. For example, the Conference provides a great way to network with other people in the aviation industry and learn about opportunities that you may never have known about otherwise.

#### **I'm a guy – can I apply for a scholarship?**

Yes, men can apply for scholarships as well as women unless the sponsor specifies that the scholarship is for women only.

#### **I'm not a U.S. citizen. Can I apply for a scholarship?**

Yes, unless the scholarship specifies that it is for U.S. citizens only, then it is open for applicants of all nationalities.

#### **Do you have to be in an aviation school to be able to apply?**

If the scholarship specifies that you must be enrolled in an accredited aviation program then you must meet this requirement to apply for the scholarship.

#### **Are you strict about the application deadline?**

Yes. We notify you well in advance of the application deadline and we let you know well in advance what is needed for your application package. The quickest way to have your application not considered is to have it postmarked later than the published deadline.

#### **Why do I have to send five copies of the application package?**

WAI keeps one copy of your application package and then sends the remaining four copies to the scholarship sponsors. The sponsors then send the copies to their readers for review and decisions. WAI receives too many applications to be able to make the needed copies for the sponsors, so we ask you to do so.

#### **Do I have to have five certified copies of my transcript? My college charges for each one.**

You need to have at least one original certified copy of your transcript in your application. You can make copies of this for the remaining four application packages.

#### **I didn't win a scholarship this year. Why should I apply again in the future?**

As one former scholarship recipient said, "Persistence pays!" She said that for every scholarship she has received she has had to apply three times. Remember that there are many highly qualified men and women applying for scholarships—keep updating your application package and apply again in the future. You never know when you will be the one who receives the grant or scholarship!

#### **Do I have to send in application packages for scholarships that use on-line applications (such as Continental)?**

No. If the sponsor requests that you send in your application online then you do not need to send in a separate package.

**Applications must be postmarked by  
November 28, 2008**





# Official Application

FOR

Name of Scholarship  
(To be completed by applicant)

Full Name \_\_\_\_\_ WAI Member # \_\_\_\_\_

Home Address \_\_\_\_\_

Work/School Address \_\_\_\_\_

Home Phone \_\_\_\_\_

School Phone (Student) \_\_\_\_\_

Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

*If you win a scholarship, you will be asked to supply your Social Security number to WAI*

***If enrolled in High School or a College/University Degree Program, you must complete this section.***

Overall Grade Point Average \_\_\_\_\_

Based on a \_\_\_\_\_ system (4.0, 6.0, etc.) Grade Point Average in Aviation Classes (if appropriate) \_\_\_\_\_

***GPA verification required by advisor or faculty member:***

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

For EACH scholarship, please return five (5) stapled (NO FOLDERS) complete application sets to the address listed to the right. Each set must include:

- completed application form
- three (3) one-page recommendation letters
- 500-word typed, descriptive essay
- résumé
- If applicable, copies of all aviation licenses and medical certificates, and last three (3) pages of your pilot logbook.
- Any additional information as required by the specific scholarship.

*Questions?*

Contact Donna Klingenger: [dklingenger@wai.org](mailto:dklingenger@wai.org)

***Women in Aviation,  
International  
Scholarship  
3647 S.R. 503 South  
West Alexandria  
Ohio 45381***



By submitting this application, the applicant understands and accepts that WAI has no responsibility or liability whatsoever for any scholarship awards other than those specifically identified as WAI scholarships.

Signature of applicant \_\_\_\_\_

***Applications must be  
postmarked by  
November 28, 2008***

# Don't Fly for Food



by Jenny T. Beatty

**T**he exuberance of a freshly minted commercial pilot knows no bounds. By now she's flown on instruments, flown a few different aircraft under a variety of conditions, and acquired enough experience and confidence to know what she may be capable of ahead, such that she is gushing with eagerness to put it all to use. She just wants to get out into the world and start flying—fly anything, anywhere, just say when!

How endearing, yet naïve. That described me, for sure.

The ink was literally not dry on my commercial pilot certificate; in fact, the Designated Pilot Examiner was still typing it up when he looked over his desk at me, tired but exultant. "You are a professional pilot now," he said. "You worked very hard and paid a lot of money to earn this certificate, and so you should never fly for free again."

Many new commercial pilots are so eager to get started on their careers, and, possibly, so daunted by the long climb up to the better flying jobs, that they are willing to grab any opportunity to build hours. Even at low or no pay. Don't do it!

Women seem to have more difficulty than men at putting a dollar value on their services. And when the woman is a pilot, even harder. When you just love flying and make any excuse to get into the air, it seems paradoxical to say that you won't do it anymore without being paid. And yet you must.

That pilot examiner had it right: you've worked very hard to be a professional pilot, and so you shouldn't sell yourself short—or cheap. Here are many reasons you should not fly for food:

## 1. If you love flying so much you'd do it for free, be a sport pilot.

I have nothing against sport pilots—because they love to fly, too! Becoming a commercial pilot doesn't make you stop loving it. "If you intend to earn your commercial certificate in order to obtain a job, however, then you should look for and apply for a job," says a regional airline pilot. "Would you work at Starbucks for free? Would you work at Wal-Mart for free? Will you work for an airline or corporate flight department for free?" the airline pilot continues. "If you intend to make a career of flying, I encourage you to find a paying job. The process can be daunting, frustrating and lengthy, but any job worth having is worth working and waiting for, despite the immediate urgency to snap up the first thing offered."

## 2. You need the money.

It's time to reverse the money flow, in instead of out. It isn't hard to spend upwards of \$100,000 getting all your commercial pilot credentials, so it stands to reason that you should begin earning that back, now that you can.

## 3. Give your self-esteem a boost.

Face it: as much as we are told we shouldn't, Americans measure their self-worth by their net worth. You can live contentedly on a low income (I know because I have!) but when you offer your services for free, you are setting

your own value at "zero." Better to earn something rather than nothing.

## 4. Don't get taken advantage of.

When you set your value at zero, you're setting yourself up. It's the disreputable and untrustworthy business owner who would want to use your professional services without paying for them. Or if the business is struggling and cannot afford to pay you, they might also be skimping on maintenance. Why would you want to work under those conditions?

**You can live contentedly on a low income (I know because I have!) but when you offer your services for free, you are setting your own value at "zero." Better to earn something rather than nothing.**

## 5. Don't assume risk without benefit.

On a commercial flight, someone paid for the people and/or cargo to be carried, or for the flight to be undertaken. As the pilot on that commercial flight, as per federal regulations you are responsible for the safety of flight, for the safety of the aircraft, crew, passengers, and cargo, and for successful completion of the mission. It's just plain nutty to assume all that responsibility, and the liability, without compensation.



#### 6. Get paid for the services you provide.

So, as a brand-new commercial pilot with no commercial flying experience, what do you have to offer a potential employer? "Even with zero commercial flying experience you are worth something to your potential employer," says a bush pilot. "No matter what your previous background, you will bring some kind of transferable skills to the table." You are literally being paid because, as a commercially rated pilot, you are a professional and an expert. I know, you might not feel like an expert, but compared to the private pilot, or to the non-pilot, you are the expert! And as your experience and expertise grow, so will your pay.

#### 7. Highly responsible positions are well-paid positions.

Flying any aircraft, large or small, is a huge responsibility. "Your certificate is on the line every time you fly as pilot-in-command or second-in-command," says a major airline pilot. "We get fingerprinted, background checked, physically examined, and drug/alcohol tested, and so are the most scrutinized personnel in

the transportation industry. High-caliber employees should be paid accordingly."

#### 8. The airline may go into bankruptcy, but that doesn't mean you need to, too.

This is the conundrum of the airline industry. "Some air carrier pilot groups are negotiating post-bankruptcy contracts, and the pilots are making the case in negotiations that when costs go up, they should get passed to the consumer, and not result in taking it out of the employees' pockets," says a major airline pilot. "When was the last time you paid 'bankruptcy' rates for a new car?! We shouldn't take bankruptcy rates when the companies are not in bankruptcy!"

#### 9. Fly free—for charity.

When you give something for free, that's charity. Look for these signs: Is it for a non-profit organization or charitable cause? Are many other people volunteering their time and effort? Examples include a Ninety-Nines' Fly for the Cure fund-raiser, or Samaritan flights like flying doctors to a remote clinic in Mexico to provide medical care or Young Eagles

flights to introduce youth to aviation. It is reasonable and appropriate to provide your professional services on a pro-bono basis, just as the doctors are doing in this example. You could probably even claim those donated work hours on your taxes as donated-in-kind services.

#### 10. Because you want to be a professional pilot.

One definition of a professional is "one who is in an occupation requiring a high level of training and proficiency" (Webster's Third New International Dictionary). To be blunt, if you're flying for free, you're not employed, and you're not a professional pilot. You're an enthusiastic pilot who holds a commercial pilot certificate.

#### 11. Because if there's one thing better than doing something you love, that's doing something you love and getting paid for it!

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Jenny Beatty (WAI #144) is a first officer for a major U.S. airline and a columnist for Aviation for Women.

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# The Letter



by Dr. Phil Parker

***I recently received a letter from the FAA that my electrocardiogram (EKG) required further evaluation. Is this common, and what should I do?***

FAR Part 67.111 requires pilots seeking physical examinations for FAA First Class medical certification to obtain an electrocardiogram (a.k.a. ECG or EKG) on the first physical examination after age 35 and annually after age 40. Second and Third Class certification examinations do not require ECGs. Occasionally, airmen receive a letter from the Aeromedical Certification Division of the FAA indicating “a slight variance has been found on your electrocardiogram of (date).” The FAA then requires a cardiovascular evaluation and possibly other tests may be requested depending on the nature of the “slight variance.”

Pilots understandably often find these letters rather alarming. The concern may be generated because they fear their medical certificate is not valid or may soon be suspended. Concerns about the underlying health issues are also present. Frequently, the AME performing the ECG did not mention any “variance” raising questions about the AME’s thoroughness or the administrative process that may have led to a mix-up in ECGs, the “That

can’t be my ECG!” denial. FAA Letters for “a slight variance from normal” can be generated by a great number of conditions. Those interested in more background about ECG theory can read a related article on our web site at [www.AviationMedicine.com](http://www.AviationMedicine.com).

So what to do when you receive these letters? First, don’t panic! Take a copy of the FAA letter and copy of the ECG in question if possible to your personal physician. Next, complete all aspects of the FAA directed exam and any other FAA directed tests. If your cardiologist or treating provider feels the testing requested by the FAA such as a radionuclide stress test is not clinically indicated, you can certainly provide their clinical note to the FAA in lieu of testing. In most circumstances, however, the FAA will still insist on the testing. We strongly advise AGAINST doing testing that is not required by the FAA letter or medically indicated “just because the FAA might want to see it.” Rest assured that if the FAA wanted it, they would ask for it. This can cause significant problems and unnecessary expense. As long as you are still flying, don’t worry about second guessing the FAA.

Airmen typically are given 30 days to comply with the FAA request, though extensions are available if scheduling doesn’t allow completion of all testing within 30 days. If you do not respond within the 30 days, the FAA will deny your medical. Send the tests in to the address specified on your letter using the identification number listed on the top in a cover letter. Keep a copy of everything. The FAA will acknowledge your submission in 3-12 weeks.

Three possible responses are seen: your eligibility for an airman’s certificate will be confirmed, you will have further testing requirements specified, or rarely, your certificate will be denied. Keep a copy of the FAA response and have it available for your next physical exam. And be sure to get the assistance of an experienced AME. We often find that

casual remarks in medical documentation lead to requests for more information. This problem can usually be avoided if the record is reviewed in advance and all questions answered before submittal.

***How will the FAA handle my cataract surgery? I would think they are happy, because now I can see better than before.***

All visits to healthcare providers in the last three years would need to be reported on future medicals. Cataract surgery and the subsequent posterior capsulotomy would also be reported under item #18d “eye or vision trouble except glasses.” In the comments area you would list the date of the procedures and I recommend attaching a current copy of an eye exam.

The FAA Form 8500-7, Report of Eye Evaluation is the most desirable format for the eye exam. Typically for cataract surgery once fully recovered and your vision meets FAA standards in each eye independently, you could go right back to flying and simply report at the time of your next medical assuming you have the traditional fixed intraocular lens (IOL). Recovery time may vary, but is usually very quick.

By searching for the keyword “cataracts” you can find a link to the FAA Form 8500-7, Report of Eye Evaluation on our web site at [www.AviationMedicine.com](http://www.AviationMedicine.com) to assist you in reporting your surgeries and subsequent visual acuity. ➔

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Dr. Phil Parker (WAI #29733) is the Vice President for military and general aviation safety for Virtual Flight Surgeons Inc. Dr. Parker is also a private pilot. Additional information regarding these topics and others can be found at [www.AviationMedicine.com](http://www.AviationMedicine.com).

Please send your questions about FAA medical issues to Aviation for Women at: [alaboda@wai.org](mailto:alaboda@wai.org)





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## Tools for Financial Success



by Sherry Parshley, Ph.D.

**P**ilots prepare for a cross-country flight knowing their destination, charting a course, anticipating hazards along the way and having an alternate plan of action. The same process applies to effective financial planning.

The basic principles of personal finance are the same whether you carry a black leather wallet or a Coach purse. However, there are several reasons it is often more difficult for a woman to achieve financial security. Women generally earn less than men, are less likely to have pensions, qualify for less social security and live longer than men.

This information is not meant to scare you, but rather to encourage you to develop the skills to actively manage your money and start being pilot-in-command of your finances. As they say, fail to plan, plan to fail.

The first step is to have a destination. For most of us, that includes owning a home, paying for college and ends with a secure retirement while we are still young and healthy enough to fly or work on that airplane project. We need to establish short-term (one year or less), intermediate (three to five years)

and long-term goals. These goals should be measurable with cost estimates and an anticipated deadline. They should also be realistically achievable so that you can track your progress.

Another important element to financial planning is the proper use of credit. Many of us have probably experienced vertigo. How many of you are experiencing "VISA-go," in which a high level of debt prompts feelings of nausea and dizziness? This term was coined by Gary Belsky and Thomas Gilovich in their book *Why Smart People Make Big Money Mistakes and How to Correct Them*, which is recommended reading. The first step to managing your credit is to know your FICO score. FICO stands for Fair Isaac Corporation, which compiles our credit score based on information from the three credit reporting agencies: Experian, TransUnion and Equifax. Scores range from 300 to 850. A low score can affect your ability to obtain a loan or, at the very least, result in a very high interest rate. Your credit score also determines your insurance rates and can prevent you from obtaining a job.

A high FICO score is obtained by paying your bills on time, keeping credit card balances low and paying off debt. It is important that you check your credit report at least annually. You can obtain a free credit report once a year from each of the credit bureaus using the following web site: [www.annualcreditreport.com](http://www.annualcreditreport.com). The best approach is to rotate requests among the three bureaus so that you can view a report at least once every four months.

If buying a home is in your future, having a good credit score is necessary. A home can be one of your best investments. It can also be one of your worst nightmares if you cannot afford to make the payments or are forced to sell the home in a slow real estate market. Most lenders now require at least a 10 percent down payment. If you know that you will be relocating in the future (i.e. for a job change), then it is usually advisable

to rent and keep saving for that down payment.

Once you have acquired some assets, it becomes important to protect those assets with insurance. One of the most important types of insurance is disability insurance. Over half of us will become disabled for 90 days or longer before we retire. The chances of becoming

**Multiply your age  
times your pretax  
annual household  
income and  
divide by 10.**

**This, excluding any  
inherited wealth,  
is what your net  
worth should be  
(your assets less  
your debts).**

disabled are far higher than of dying prematurely. This is of particular concern for pilots and air traffic controllers who must hold a medical certificate. As for life insurance, most policies have a clause that excludes coverage for pilots who die while piloting an airplane. Minnesota Life, through the Aircraft Owners and Pilots Association, writes term life insurance policies for pilots without this clause. A term life policy provides a death benefit for a stated period of years (i.e. 10 or 20 years, typically). It is the most affordable way to protect our loved ones and a healthy individual can obtain a quarter million dollars in coverage for only a few hundred dollars a year.

As for retirement planning, the key



is to start saving when we are young. If you already are too old to “start young” then start today. At age 19, if you put \$2,000 in an IRA (individual retirement account) for seven years and earn 11 percent, at age 65 you will have more than \$1.2 million. If you start at age 25, you would need to make payments for 40 years to have \$1.2 million. If you start at age 30 and save \$2,000 for 35 years, you will have less than \$700,000.

We all know there are two things that are unavoidable in life: death and taxes. It will give you and your loved ones great peace of mind if you prepare the following documents: last will and testament, living will, healthcare power of attorney and financial power of attorney. These documents will specify who should receive your assets, who will be the guardian of your children, your wishes regarding end-of-life healthcare and also provide for someone to take care of your finances should you be unable to do so.

Do you want to know how you are doing in accumulating wealth? Thomas Stanley and William Danko in their

book *The Millionaire Next Door* suggest you multiply your age times your pre-tax annual household income and divide by 10. This, excluding any inherited wealth, is what your net worth should be (your assets less your debts). So if you are 40 years old and make \$100,000, your net worth should be  $40 \times 100,000 = \$4,000,000$  divided by 10 or \$400,000.

Women in aviation are very accomplished. If you have what it takes to fly a plane or repair a jet engine, you can

most certainly chart your course to financial success. ✈

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Dr. Sherry Parshley is a financial consultant and associate professor of accounting, finance and economics. She is a Certified Management Accountant and Certified Fraud Examiner. Parshley is a commercial pilot, certified flight instructor and co-builder of an RV-8 homebuilt aircraft. She resides in Phoenix, Arizona. Questions for her? Email her at: [c462c@aol.com](mailto:c462c@aol.com).

## Safe Bets—Are There Any?

But of course. Your best bet in a tough economy is to be the person who has the least amount of debt. Consolidate your debt into one, tax-deductible payment, if at all possible. This may mean you need to refinance a big loan, such as your home, to pay down all your higher interest debt. It is not as bad as it sounds. Interest rates are still quite low, and if your FICO score is good and you are working, there are institutions willing to loan you money. Look to credit unions aligned with your company, or that cater to your profession for preferential rates.

If you reduce your exposure to debt you should soon find yourself with a few extra dollars each month. Don't be tempted to spend them. Save them, invest them for your retirement. That's the safe bet, even in these tough times.



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## Branding for Aviation Business



by Arlynn McMahon

**A**s year-end approaches, most businesses are gearing up for budgeting and forecasting for the New Year. It's always a tough job. As businesswomen, we scour P&Ls to learn which aspects of our business were profitable and attempt to forecast what new products and services our customers may be willing to invest in—with us.

One area often overlooked by many aviation businesses is branding. Many times, the secret to working less and earning more next year, is not with a new product or service, but in better branding.

More than an image, your brand projects your personality—who you are—in every aspect of your business. What your web page looks like, your style in handling customers, how well your aircraft are maintained, how polite your employees are and how consistently you deliver on promises made—are all a part of your brand.

Poor branding may represent a negative impression about your flight school but more likely, it may present an absence of any impression at all. Like a wallflower being overlooked

at the school dance, having no brand means that your company is simply not considered when customers are choosing with whom to do business.

Let's say that you are on a quick-turn fuel-stop after a busy flight, pressed for time, but feel the need to eat. Across the street are a Tropical Pub and a McDonald's. Although fast food isn't always people's favorite, most will select McDonald's. Why? Knowing what to expect is preferable than the unknown. In these days of bleeding edge technology and rapid change, people still enjoy going to places that follow a pattern of operation—it provides a sense of security.

Now, let's say that you are looking for flight training for your son. A quick survey of the Internet reveals three flight schools in your area: 1) an airline-prep academy featuring a career in 90 days; 2) a Cirrus Standardized Training Center featuring self-paced training in a state-of-the-art SR22; and 3) Joe's Rent-a-Wreck featuring "get your license cheap." Any one of these flight schools could be your prime pick—depending on what your goals are. A brand helps the customer to choose.

Some organizations add emotion and personality by using a famous person (like Bill Cosby for Jell-O™), a character (the Energizer Bunny™), an animal (the AFLAC™ duck) or an image (You're in good hands with Allstate™). You can do the same by including logos of organizations that you are affiliated with on your stationery and staff polo shirts. Are you a Cessna Pilot Center? Is your organization a member of AOPA? Are you a Corporate member of Women in Aviation, International? Ask for permission and include those logos with your own.

Branding, however, is more than just ensuring that customers recognize a logo. Branding creates an emotional association (such as the feeling of safety, success, happiness, and familiarity) that customers form with your business.

That's why Cirrus ads include a photo of their popular aircraft-parachute. That's why television commercials for airlines feature children being united with busy parents or grandparents. It's the same reason that many organizations sponsor

***In these days of  
bleeding edge  
technology and  
rapid change,  
people still enjoy  
going to places that  
follow a pattern of  
operation—  
it provides a sense  
of security.***

Women in Aviation, International scholarships each year. You can do the same by using pictures of happy pilots on your web site; include testimonials in your advertising and posting first-solo photos of your students in the lobby of your flight school.

Branding becomes a huge part of your relationship with your customers. At our flight school, the web page showing photos of our staff and their biographies is consistently the page most often visited. People naturally like to know the people they will be dealing with.

The first step in your branding strategy is to do some serious research. Before making any decision about a brand you must learn what, if any, branding you currently have and if your current brand successfully represents who you are, as a business entity. The top three questions you should ask include:



### 1. Why do customers choose you over the competition?

Knowing this fact alone enables you to focus on what should be your top priorities.

### 2. Are you competing in the right category?

Is it your desire to be on a level equal to Pay-Less or that of Macy's? You can't please every potential customer who walks through the doors of your business, but you can strengthen your position by attracting the right type of customers to your business and successfully delivering the benefits of working with you to the customers who choose you.

### 3. What specific new products and services can you offer?

In years past, our flight school has ventured out into the world of marketing and branding and wandered into many expensive mistakes: aerobatic training, tail wheel training, and banner towing are just a few services that other flight schools seem to find success with, while our customers seemed to be patently uninterested, on average.

If you are a new company, brand research can help define your competitors, your pricing and what services/products your average target customer will be loyal to.

If you are an existing company considering a new product or service, market research may determine whether current customers will respond positively and if new customers will be attracted to your company as a result. Our flight school recently added Sport Pilot to our list of products—but only after extensive research to ensure that a new light sport aircraft would fly with our customers.

If you are merging two companies (as in a buyout or takeover), research can help develop or revise your brand so that you can retain the current customers of both companies as well as attract new ones.

Even as a mature company, updating your brand is important. As the industry changes, your business must evolve. One day the airlines are hiring every CFI on the ramp and your flight school is forced to make changes. The next day

fuel prices are sky high and you must adapt. How do you change, and how do you communicate changes to your customers? Our flight school has been in business now for 38 years. During that time we have redefined ourselves several times. To stay current with new trends: create new tag lines and logos; fit new products with traditional ones and find a way to justify price increases based on customer perceived added-value.

When the research is done you are in a better position to establish your brand. You'll know which services support that brand and how to attract the type of customers that appreciate you.

This year, before the budgeting and forecasting starts, spend a little time doing some brand research. Determine your brand identity and make needed changes to position your business correctly to service the type of customers you wish to attract for business growth and profit. ➤

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Arlynn McMahon (WAI #11212) is the Training Centers Manager at Aero-Tech, Inc., located in Central Kentucky.

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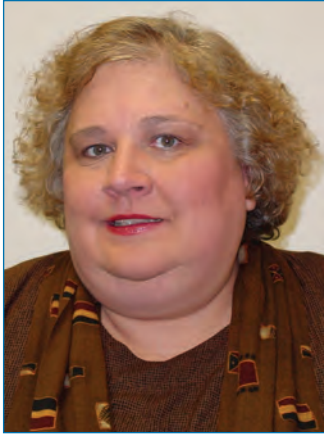


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## What's So Funny?



by Patricia Luebke

**A** month after EAA AirVenture ended, I was still on a high from the success of WomenVenture. From the Theater in the Woods to the seminars by women to the biggest Women in Aviation Connect Breakfast ever, WomenVenture was a fantastic experience, culminating in the gathering of women pilots in AeroShell Square for a big, magnificent group photo.

A sea of pink T-shirts was testament to just how many women pilots were in attendance. Although the counts varied from a low of 600 to a high of “several thousand” (and that was from a local newspaper), the women pilots who participated came away feeling that their presence at AirVenture was well-noted. As one woman said, “Now I know there is a sisterhood in Oshkosh.”

I had kept the media coverage on the side of my desk—the front page of the Oshkosh newspaper as well as the front page of EAA's own daily, admiring it from time to time since both showed big photos of the gathering of women pilots. The event was broadly covered by the media, giving women pilots and women's role in aviation the visibility that has often been lacking.

In the midst of this post-show glow, however, an email arrived one afternoon from someone who knows me well. It was a cut-and-pasted, several-times-forwarded email about an airplane accident of the original emailer's ex-wife who “narrowly escaped injury in the aircraft she was piloting when she was forced to make an emergency landing in western Iowa because of bad weather.”

The email went on to say, “The absence of a post-crash fire was likely due to insufficient fuel on board.” I was a bit confused wondering who this woman is and why the email was being sent to me. As I continued to read, the email concluded, “Photographs below taken at the scene show the extent of damage to her aircraft.”

As I scrolled down to see the photo, there was no aircraft, of course, but rather a broom sticking out of the ground, bristle-end up. Get it? His ex-wife is a witch who flies around on a broom, and this was her aircraft accident. Evidently the original author of this email wanted to ensure our full appreciation because he added below the photo, “I don't care who you are, that's funny!!!! (sic)”

If there had been a camera trained on my face while I read the email and then looked at the photo, the camera would not have detected one muscle moving. No smile, no frown, no grimace, no chuckle. My reaction to the photo was just plain weariness.

When I mentioned to a few women pilot friends that I wanted to write about this email for *Aviation for Women*, they all cautioned me that I would be accused of having no sense of humor, but I'll take that chance. I've been accused of that before, as I'm sure many of you reading these words have, but anyone who knows me knows I enjoy a good hearty laugh, even at myself, just like the time I was trying to fix the innards of my toilet and something broke causing water to spray directly in my face. My reaction was to laugh, and I did, heartily.

About this joke: I will admit to spending way too much time thinking about it. Is it funny? Do I need (as I've been told before) to “lighten up”? I wondered what a younger woman in aviation would think about this joke,

***I wondered what a younger woman would think about this joke.***

and I guess that she would probably read it, make a face, and move on. But, of course, we bring our own history to the table, even with jokes, and when your own history includes struggling to break down gender barriers, a joke about a woman crashing her broom just seems tiresome, not funny.

In 1980, my best friend was working for the Department of the Treasury when she was selected as a representative to the Federal Women's Program, an ongoing initiative designed to improve the status of women in the federal government through education and counseling. A male co-worker presented her with a broom to help her in her work with the Federal Women's Program, a gesture he found quite amusing. So maybe it's not that the broom joke isn't funny; it's just that I've heard it before.

It's 28 years later. I know it's just one joke, and I know there are far greater issues facing women in the workforce. I've vented now, and I will try to lighten up. Next time a joke with questionable taste like this arrives in my email box, I have a new strategy. Rather than stewing about it for hours, I vow to simply make good use of the delete button and, like the rest of the world has aptly done, move on. ➔

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Patricia Luebke (WAI #1954) is a freelance writer and magazine editor living in New York City.



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- Networking Base for Career and Personal Development
- Government and Industry Representation

## WAI Membership Application

☐ **Yes, I want to join** Women in Aviation, International (WAI), a nonprofit professional organization that encourages, supports and promotes women in aviation careers and opportunities.

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Phone (work) \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Chapter Affiliation \_\_\_\_\_

Referred to WAI by \_\_\_\_\_

Gift? Giver's name \_\_\_\_\_

☐ **Include me in the "Members Only" Networking on-line directory.**

☐ **Include my name on the Mentors list in the "Members Only" Mentoring section of the WAI website.**

## Categories of Membership

- ☐ **\$39 Individual**—Aviation professionals or enthusiasts
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- ☐ **\$49 International**—Residents outside U.S.
- ☐ **\$39 International**—w/digital magazine only
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- ☐ **\$29 International Student**—w/digital magazine only
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- ☐ **\$400 Corporate**—Organizations or Corporations
- ☐ **\$500 Supersonic Corporate**—Includes member benefits for four employees

**Form of Payment** (must be payable in U.S. funds)

☐ MasterCard ☐ Visa

☐ Check (payable to Women in Aviation, International)

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder's Name (print) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

(sign as name appears on credit card)

- 1 Mail:** Women in Aviation, International  
3647 S.R. 503 South  
West Alexandria, OH 45381
- 2 Fax:** (937) 839-4645
- 3 Web:** www.wai.org

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Delta Air Lines

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Organization Operations and  
Planning, Federal Aviation  
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**Bob Fornaro** – CEO, AirTran  
Airways

**"Corkey" Fornof** – movie stunt  
pilot, aerial coordinator and  
director for movies (including  
Octopussy, 6 Days/7 Nights star-  
ring Harrison Ford, Face Off star-  
ring John Travolta, and more)

**Ervin "Sonny" Perdue**  
Governor, Georgia

**Patty Wagstaff** – Aerobatic  
Champion and air show per-  
former, WAI pioneer

**Peggy Whitson** – first female  
Space Station commander and  
record-holder for the most plan-  
etary orbits from space

**CAREERS: PLAN #1** – Aviation for Women Magazine and Web Site, \$90 per column inch. Ad in the Career section of the magazine, and a Free Listing on the WAI web site for 30 days. Web listing is text only. **PLAN #2** – WAI Connect Newsletter and Web Site, \$1.75 per word. The Text Only listing will appear in the WAI Connect Email newsletter. You will receive a Free Text Only listing on the Women in Aviation, International web site for 30 days. **PLAN #3** – Web Site Only, \$1.65 per word. The Text Only listing will appear on the Women in Aviation, International web site for 30 days. Posting usually occurs 2-3 business days after submission of information. 10% discount for Corporate members. Contact Annette Calicoat (937) 669-4741.

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# 2008

## November 6-8

AOPA Expo  
San Jose McEnery  
Convention Center  
San Jose, California  
[www.aopa.org](http://www.aopa.org)

## November 7

WAI Connect Breakfast  
hosted by San Francisco  
Bay Area Chapter  
7:30 a.m.  
Bella Mia Restaurant  
58 South First Street  
(four blocks from  
Convention Center)  
San Jose, California  
[www.wai.org](http://www.wai.org)

*The Calendar of Events is a source of information about industry/organization events. Italicized calendar items are events at which Women in Aviation, International will be an exhibitor. As dates or locations can change and errors can occur, verify the information before making final plans to attend any of the events. Calendar items should be sent to: Aviation for Women Calendar, 18735 Baseleg Avenue, North Fort Myers, FL 33917; Fax: (239) 567-2271; Email: [alaboda@wai.org](mailto:alaboda@wai.org). Events will be considered on a space available basis. ➔*

# 2009

## January 22-25

U.S. Light Sport Expo  
Sebring Airport  
Sebring, Florida  
[www.sport-aviation-expo.com](http://www.sport-aviation-expo.com)

## February 26-28

20th Annual International  
Women in Aviation  
Conference  
Atlanta, Georgia  
(937) 839-4647  
[www.wai.org](http://www.wai.org)

## April 1-4

Aircraft Electronics  
Association Convention  
Dallas, Texas  
[www.aea.net](http://www.aea.net)

## April 21-26

Sun 'n' Fun Fly-In  
Lakeland Linder Field  
Lakeland, Florida  
[www.sun-n-fun.org](http://www.sun-n-fun.org)

Be sure to visit  
[www.wai.org](http://www.wai.org)  
for more  
information

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Box of 10: #11102

Price: \$16.00



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or call (937) 839-4647

# The Big Five-0

**I** began my flying at the age of 40 with completion of ground school through a community college program in Houston, Texas, and then completed all my flight training in the southwest mountains of Colorado. My husband, not a pilot, was my biggest supporter and enthusiastic flying partner. Dedicating time to flying was not always easy while juggling a busy schedule as mother of two girls, participant in my husband's business, and Registered Dietitian with my own consulting business.

A flight adventure to Alaska presented challenging flying conditions that tested and improved my flying skills. Warned that we would likely not see the top of Denali, we thrilled to view it ringed by clouds thickening toward the ground. We listened to transmissions by pilots scurrying below the cloud deck to line up for landing in the face of decaying visibilities. We flew inside the Arctic Circle to Fort Yukon before turning south to return to the lower 48.

This trip stirred a nebulous desire to take-off and land in all 50 states, a desire that began to morph into a clearly defined quest in 2007. Twenty states remained in the southeast, northeast, central and upper midwest without check marks on our list of states visited. As often happens, the trying obstacles of life interfered and this trip had to be postponed. I resolved that

spring of 2008 was the time to tick off those remaining unvisited states for the adventures they held.

Planned landing destinations expressed our interest in American history as well as current events. Though wind and rain prevented us from touchdown at New Orleans Lakefront airport we drove by rental car from McComb, Mississippi, and fulfilled our promise to work with an organization that prepared

and served food to the homeless as well as volunteers still trying to reconstruct the Ninth Ward almost three years after the devastation of hurricane Katrina. We listened and learned from the volunteers we worked with whose homes were also damaged, but even now still serve others who lost even more. They lifted our spirits by showing us the brightly painted *petit*

homes of Musicians' Village built by still more volunteers to aid and honor the beloved musicians of New Orleans who had lost everything in Katrina's fury. We touched down in Tuskegee, Alabama, and took in the aura of the famous airmen who trained there. We

landed at Americus, Georgia, as Charles

Lindbergh had for his first solo and visited the Andersonville National Historical Society of Civil War infamy.

We arrived at the delightful "mom and pop" Williamsburg-Jamestown airport after a beautiful flight over turquoise waters, pristine blue sky, and a fulfilling low fly-by of Kitty Hawk.

**by Sandy Wickham**



After flight-following and landings at Salisbury, Maryland, and Georgetown, Delaware, in our trusty *Romeo*, N4447R, it was off toward the north. I became nervous as the ring for Kennedy International Airport's Bravo airspace on my GPS got bigger and closer to the tiny aircraft that noted our location. I asked several times and finally was authorized "to transit Bravo airspace at 5,500 feet." We left all clouds behind us and struck out over Gateway National Recreation Area to cross the Lower Bay between the New Jersey and New York coastlines. We could see New Jersey to our far left, New York City in front of us, and Long Island to our right well before JFK airport slipped beneath us.

It was west from there, and finally, to Fargo, North Dakota. Another air traffic controller directed us across her Minneapolis Bravo airspace followed later by a Fargo tower controller who vectored us to the turn for final on runway 27, where *Romeo* touched down satisfyingly for our 50th state. ➔

.....  
Sandy Wickham (WAI #2064) retired from flying to really fly!





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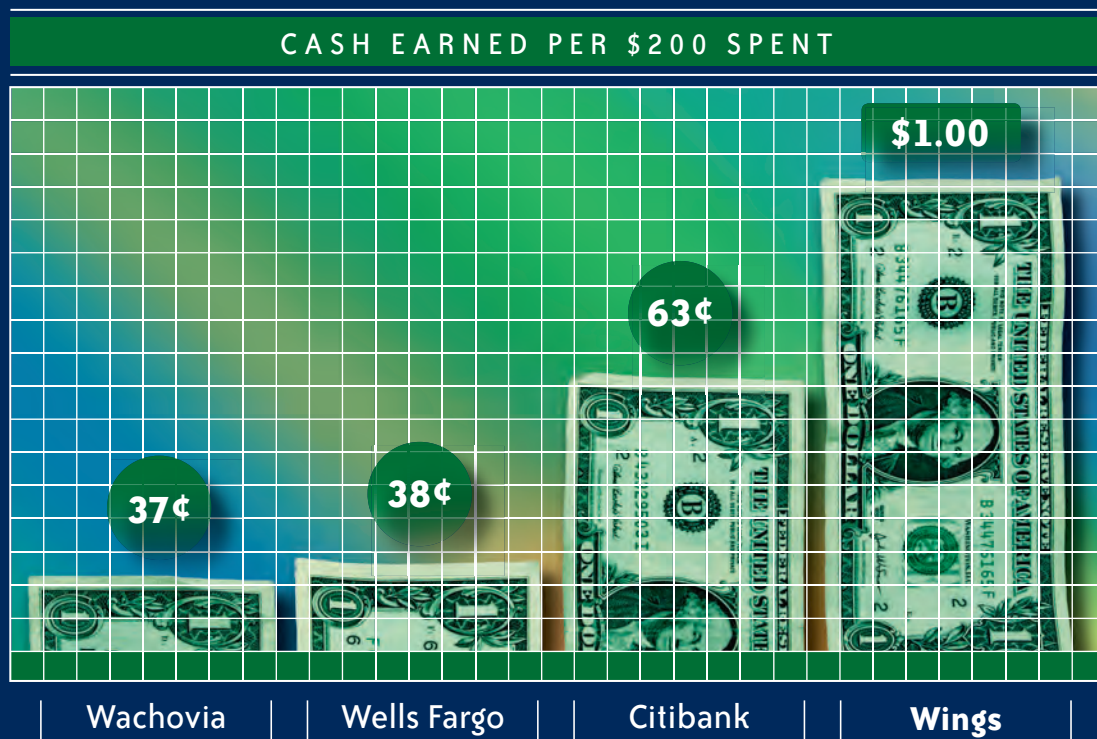
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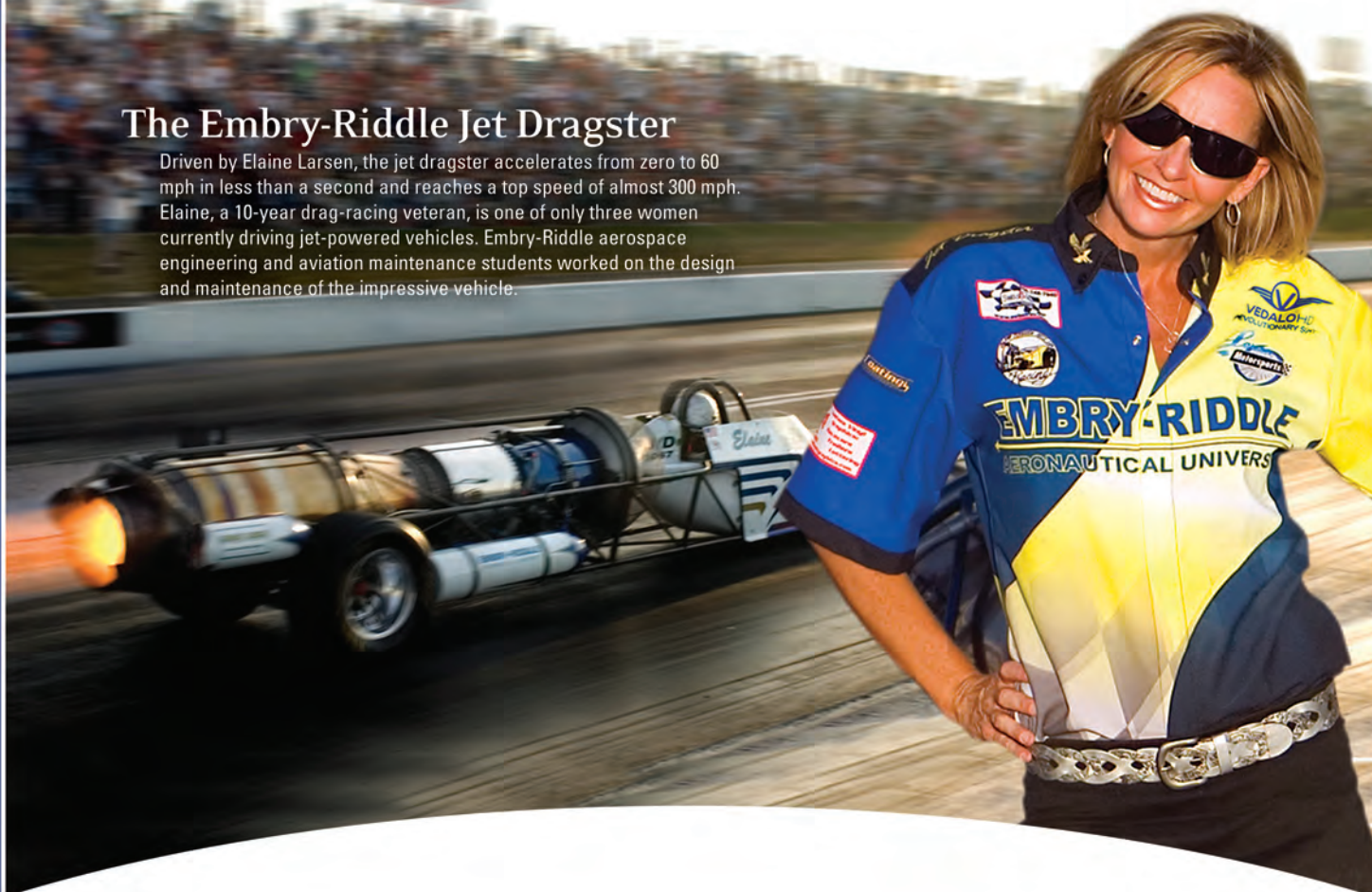
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