

Unique Perspectives, Common Vision

Each of the recently elected directors and officers of NBAA's Board brings a unique skill set to the Association's governing body, but they all share a deep commitment to the organization and a strong desire to see the industry continue to thrive.

NBAA's new chairman, Jeffrey W. Lee of IBM Corporation, says, "There is no more critical mission for NBAA than advocacy for our industry, especially in Washington, DC." While the Association's professional staff does much of this work, Lee said, "I think we have seen most recently, during the user fee battle, how important it is to have regional and local groups, and even individuals, doing their part."

Actually, user fees are part of the larger issue of access, which Lee and other Board members believe will be paramount to the continuing success of business aviation. Indeed, how many of the industry's myriad challenges are resolved successfully – such as dealing with security, environmental and tax concerns – will dictate how much access business aircraft will have in the future.

Lee is confident that the Association is poised to deal with those challenges effectively. The Board is "providing the proper strategic direction to our chief executive," and Lee believes that the Board chose the right man for the job in 2004 when it selected Ed Bolen to lead NBAA. Lee calls Bolen a "world-class CEO," and he says the Board is dedicated to giving him "the runway he needs to do the job."

Meanwhile, Lee wants to make sure that NBAA "is relevant to every business aircraft operator, whether they be a Member or a potential Member. Operators have airplanes

to help them make their businesses more successful, and I think NBAA has to offer a compelling value proposition for operators to help them achieve this ultimate goal."

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Making a Difference

NBAA's new vice chairman and treasurer, Pat Cunningham of PepsiCo, says the Association "makes a big difference every day on a lot of issues; user fees is just the latest example. [But] people don't sometimes see what we are doing behind the scenes with regard to taxes, Customs, etc. NBAA is making sure that business aviation doesn't bear the brunt of new regulation."

As a Board leader and one who has been involved with the Association for many years, Cunningham does not feel compelled to champion any particular cause. Instead, he sees his role as helping "to form a consensus as to what the right strategic direction is for NBAA."

Fortunately, back in 2004 the Board developed a road map to lead the way. "Everything we do at NBAA is driven by a five-year strategic action plan. We have an overall vision, goals and strategies, and that's how Ed [Bolen] manages the organization, in much the same way as the best-managed U.S. companies are run. It's a good way to make sure that everybody on the staff is pointed in the same direction."

Cunningham believes that NBAA and the industry have changed dramatically in recent years. "It's a much bigger community today than many people imagine. Most of our Members have just one or two aircraft, and that aircraft typically is a King Air. We want to get more of those people involved in the Association."

New Voices

NBAA has three newly elected directors on its Board: Paul Anderson of UTFlight, Elizabeth Dornak of DuPont Aviation and Jay Mesinger of J. Mesinger Corporate Jet Sales, Inc. Each is honored to serve on the Board, but Mesinger is particularly pleased to be the first person from the aircraft resale sector to serve on the Board. "It is a real testament to NBAA's understanding of my segment of the industry's input. I am very flattered, and I take it very seriously."

For Mesinger, who runs a Colorado-based aircraft brokerage, the workforce and the aging fleet are two of his chief concerns. To ensure that there are enough skilled professionals to support industry expansion, Mesinger says, "NBAA is taking a leadership role in creating a vision of our industry that attracts new people and brings them into the workforce." Supporting job fairs and promoting careers in business aviation to young students is key, he believes.

As the current vice chair of NBAA's Associate Member Advisory Council (AMAC), Mesinger believes the input that Associate Members provide the Board is important. AMAC, which includes representatives from all types of aviation manufacturers and service companies,

gives the Board a broad view of industry trends and provides valuable advice on how to improve NBAA events such as the Annual Meeting & Convention. AMAC also undertakes special projects for the Board.

Paul Anderson of UTFlight is impressed with how professional and effective the NBAA staff is. However, he still believes it is his duty to help the Association advance the industry.

"NBAA is the preeminent professional organization in our industry. I think if you are a professional in this industry, you have to give back. People have to get involved to move our industry forward. You can't just fly your airplane and go home at night and think someone else is going to do all the hard work."

Although Anderson is "doing more listening than talking" during Board meetings because he is a new director, he hopes to help apply to the Association the organizational best practices that he has learned in his business.

Anderson believes that addressing security and access challenges are among the most important near-term challenges NBAA faces. He hopes that if business aircraft operators adhere to additional security constraints, they will gain more access to airports and airspace. In the final analysis, however, "security rules have to be feasible and operationally workable for us."

Longer term, Anderson hopes NBAA can help address the industry's capacity issues, both in terms of the availability of aircraft and support services and the looming shortages of pilots and maintenance technicians.

Elizabeth Dornak of DuPont Aviation is grateful for the leadership that the Association provides. "NBAA speaks for our community, but it also provides each of us with the tools we need to speak with a unified voice.

"Being a good steward of the talents and resources of NBAA is very important," Dornak continued. "Board leadership gives me that opportunity. I come from an operations and safety background, so those are areas I would like to concentrate on."

Dornak, who has served on NBAA's former Operations Committee (now folded into the Professional Development Strategic Focus Team) for several years and is a member of the Certified Aviation Manager Governing Board, plans to continue to focus on those subjects during her NBAA Board tenure. She also is dedicated to ensuring that the Association provides the necessary resources for all types of operators.

One of the industry challenges that Dornak wants to address is making sure that the FAA devotes sufficient oversight and support to business aviation, especially as the agency works closely with Part 91 and 135 operators on such key operational issues as the revised A008 OpSpec on operational control. ✦

NEWLY ELECTED OFFICERS



Jeffrey W. Lee
NBAA Chairman



Patrick C. Cunningham
NBAA Vice Chairman/Treasurer

NEWLY ELECTED DIRECTORS



Paul Anderson



Elizabeth Dornak



Jay Mesinger