

## Introducing the



## Newsletter

Today, August 19, is **NATIONAL AVIATION DAY!**

This day was established in 1939 by Franklin Delano Roosevelt, who issued a presidential proclamation on Orville Wright's birthday. It was fitting that Mr. Wright was still alive when the proclamation was first issued!

What better day than to introduce the SWAAAE Newsletter. As you all know, keeping in touch with your SWAAAE friends and colleagues during the ongoing COVID-19 pandemic can be difficult. Even in normal times our industry moves at a lightning pace, and now it can feel like the entire aviation world has changed. To help keep you informed as we navigate through this trying time, the SWAAAE Social Media Committee, chaired by Cooper Lushbaugh, is introducing the monthly SWAAAE Newsletter.

The SWAAAE Newsletter will provide information on various activities, both within SWAAAE and amongst our members, in addition to other items of interest such as historical trivia, help and how-to's and general developments in aviation.

We look forward to bringing you entertaining and informative content until we can meet again!



## Coffee Break - We Want to Hear From You

SWAAAE will hold its first Coffee Break on **August 26, 2020 at 2:30pm (PDT)**. You don't necessarily need to drink "coffee"; just plan to have an engaging conversation with your fellow SWAAAE members.

The Coffee Break will be 30 minutes in a Zoom meeting/conversation format. We ask that you visit the [SWAAAE website](#) to register. Upon registering, you will receive the link to the Coffee Break.

Not able to make the first one? Save the date for the next two Coffee Breaks which are **Friday, September 11, 2020 at 2:30pm (PDT)** and **Thursday, October 8, 2020 at 2:30pm (PDT)**.

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## COMMITTEE UPDATES

During the 2020 Virtual Summer Conference, our President, Judy Ross, identified that the impacts of COVID-19 not only required changes to our industry, but also in the way that SWAAAE communicates. Due to the current state of the pandemic, in-person conferences are no longer feasible in a social distancing environment, and we do not yet know if SWAAAE's 2021 Airport Management Short Course will be held in-person in Monterey, CA or virtually.

SWAAAE committee work is a great way to participate in the Chapter, stay engaged and get to know other members. Interested in volunteering? Please [click here](#) to contact the committee chairs.

Below is a synopsis of each committee goals for the coming year:

**ACADEMIC RELATIONS COMMITTEE** is creating a contact list for every university with an aviation program in the Chapter and working with the Diversity Committee to create a master list of internship opportunities available among our member organizations. The committee also plans to schedule 3-4 executive/student virtual sessions to mentor students on their future careers. And finally, the committee plans to work with the Technology Committee to offer a stipend for at least three student workers to attend every conference (when our in-person conferences resume).

**ACCREDITATION COMMITTEE** is encouraging more Chapter members to achieve Accredited Airport Executive (A.A.E.) and has set a goal of increasing the number of SWAAAE members in the A.A.E. program by 10%. The committee plans to also encourage more Chapter members to become A.A.E. mentors, and as set a goal of increasing our mentors by three.

**AWARDS, RESOLUTIONS, AND RECOGNITION COMMITTEE** is actively seeking out nominees for awards with a goal of receiving at least two nominations per award. The committee will also prepare resolutions to acknowledge each conference host for their service and commitment to hosting a Chapter conference.

**AIRPORT MANAGEMENT SHORT COURSE and ANNUAL SUMMER CONFERENCE COMMITTEES** are both in the process of developing engaging programs for the winter and summer conferences respectively; whether they are held virtually or in-person. Both committees are focused on running their conferences in a fiscally responsible way given the current economic times.

**CREDENTIALS COMMITTEE** is focused on marketing the Certified Airport Executive (C.A.E.) program, with a goal of increasing the number of C.A.E.'s by 10% within the Chapter.

**DIVERSITY COMMITTEE** is working to increase diversity and inclusion within SWAAAE by assessing minority employment at our member airports and providing training on how airports can increase minority representation. The committee is also working on forming a formalized mentorship program for minorities.

**EDUCATION SESSION COMMITTEE** is creating 2-3 virtual educational sessions to be held this year that will cover a broad range of topics.

**ETHICS COMMITTEE** has a goal to maintain zero ethics complaints. If one does arise, it is the goal to resolve any complaint within six months.

**FINANCE COMMITTEE** is working to complete the Chapter's investment strategy and recommend potential investments to the Executive Committee.

**GOVERNANCE COMMITTEE** will continue to provide recommendations to the SWAAAE Board of Directors regarding potential Bylaw amendments.

**LEGISLATIVE AND INDUSTRY ENGAGEMENT COMMITTEE** will continue to actively monitor critical legislation and provide recommendations on what position SWAAAE should take on each item.

**MEMBERSHIP COMMITTEE** is developing a new process to onboard SWAAAE members, which will include welcome emails and the benefits to joining SWAAAE. The committee also coordinates the section of the website that highlights our Chapter members and their airports.

**NOMINATING COMMITTEE** will lead the succession planning road map, working with both the Diversity Committee and Credentials Committee.

**SCHOLARSHIP COMMITTEE** will focus on increasing the marketing for all available scholarship opportunities, with the goal of having at least five

applicants per scholarship. They will also work with the Academic Relations Committee to promote internship opportunities within the Chapter.

**SOCIAL MEDIA COMMITTEE** will actively engage our Chapter membership through newsletters, Facebook and LinkedIn to highlight information on our members and their airports.

**TECHNOLOGY COMMITTEE** will further develop our technology for remote conference participation and create the official role of SWAAAE photographer.

**STRATEGIC PLAN COMMITTEE** is working to complete the Chapter's strategic plan while maintaining maximum engagement with the Board of Directors and SWAAAE membership.

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## CONTRIBUTE TO THE NEWSLETTER

Thanks for reading the SWAAAE newsletter! If you enjoyed this content, why not become a part of it and let us know the great work of our Chapter membership and their airports? Some ideas for contribution include:

- Member recognition
- Events - *may include activities at your airport*
- Airport relationships with the local community

Contact Cooper Lushbaugh, Social Media Committee Chair, at [clushbaugh@gmail.com](mailto:clushbaugh@gmail.com) with your featured information.

Positions are still open on the Social Media Committee! If you'd like to volunteer, contact Cooper [via email](#).

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