

IAWA News & Views

President's Message

August 2011

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Summer is in full swing, and in the midst of work, vacations, and enjoying families and friends, IAWA is moving forward in furthering its mission to promote women in the aviation industry. IAWA launched its new website this past month, and IAWA is now on Facebook! We will continue to move forward with our technology initiatives, and we welcome your thoughts and suggestions in this regard. We wanted to thank Diana Gurfel Shapiro for helping us move forward with our technology initiatives, as we appreciate her assistance.

IAWA also held yet another extremely successful regional reception in Seattle. IAWA participants enjoyed a fabulous tour of Boeing's 737 Renton production facility, and we had the chance to sit down with key Boeing decision-makers to discuss Boeing's production of aircraft and successes in producing the 737 aircraft. We then enjoyed a wonderful reception where women from the Seattle area mixed with women from Boeing. This Seattle reception hosted a very diverse, energetic, and accomplished group of women from Seattle, and we were honored to have been a part of this event. Special thanks go to Kris Fellrath and her group for organizing such a wonderful event.

Our next regional reception will be held September 20, 2011 in San Francisco (please note that the date on this reception was changed from August 25, 2011 to September 20, 2011). If you are in the region, please try to attend this regional reception as it is a wonderful way to get to know women in your area who can be of great assistance for you in your career or business.

The IAWA Board and Advisory Board wishes everyone a wonderful summer. We hope that you have on your calendar the IAWA Annual Conference to be held November 16 through 18, 2011 in Paris. Please go to www.iawa.org for conference and registration information.



Explore IAWA
online at
www.iawa.org

23rd Annual Conference News

Conference update

Planning for IAWA's 23rd Annual Conference continues at pace! The conference will be held in Paris at the Intercontinental Paris Le Grand Hotel on November 16-18th 2011.

Some of the topics to be discussed will be: "Why Don't More Women Run Airlines", "Airports and Air Traffic Management: Strategies, Technology and Human Resources, New Challenges" and "Impact of New Lessors, Export Credit and Aircraft Re-engineing on Aircraft Financing Market". There will also be panels discussing the latest relevant issues on Insurance, Manufacturing, Commercial Airlines and Space.



 **Save the Date**
International Aviation Womens Association

23rd Annual Conference

*"City Of Light:
Will the stars Realign for the Aviation Industry?"*

November 16-18, 2011
InterContinental Paris Le Grand, Paris, France.
www.iawa.org



Conference News

Our sponsors:

Thanks to all of our generous sponsors that enable our annual conference be a success. For more information regarding the various companies please visit our website www.iawa.org.



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Regional Reception - Africa

In April, the International Aviation Women's Association and Boeing hosted the first joint reception for women in aerospace in Addis Ababa, capital of Ethiopia. The reception focused on getting to know the purpose and mission of IAWA and to reach out personally to aerospace women colleagues in Africa. Women are making enormous contributions in aerospace around the world and are continuing to take on significant leadership positions, with Africa an emerging aerospace frontier. Supporting this opportunity, Abby Bried gave an engaging overview of the IAWA organization, invited all in attendance to join and set the stage for future functions in the region.

Abby focused on the exceptional networking opportunities that women have within the industry and gave personal examples from her own career on ways to support each other.

Kris Fellrath hosted the luncheon and facilitated conversation around the roles women play as leaders in the industry.

The opportunity to share common experiences among women executives in aerospace and discuss innovation within their different cultures and corporations was a rewarding experience. Conversation also focused on the next generation of employees and how to prepare them for success in the industry.

Kris Fellrath and Marion Liming flew to Ethiopia as guests of the airline on the delivery flight of its fourth 777-200LR. The airline now has four of its five ordered 777-200LRs in service. Based in Addis Ababa, Ethiopia, Ethiopian Airlines has been investing in additional airplanes to broaden its network. The carrier will use the 777-200LRs on new, nonstop service from Washington, D.C., to Addis Ababa and new long-haul, nonstop routes like Beijing.

Boeing's partnership with Ethiopian Airlines dates back some 60 years. Today, the airline operates an all-Boeing fleet, including the 737, 757, 767, MD11 freighter, and one 747 cargo airplane. Ethiopian Airlines was also the first in Africa to order the all-new 787 Dreamliner, with an order for 10. Ethiopia is poised as a leader in aerospace development for Africa and beyond. Supporting the women who attended the first IAWA event and their other women colleagues will play a significant part in the continued development of the African aviation industry. IAWA will continue its outreach into Africa and thanks Boeing for its generous sponsorship of this wonderful event.



Photo Caption: From left: Wogayehu Terefe, Ethiopian Airlines (ETH) Public Relations; Yodit Fikre ETH Sales Promotions; Kris Fellrath, Commercial Airplanes Business Operations and IAWA Advisory Board; Elizabeth Getachew, ETH Human Resources; Rahel Zerihun Legesse, ETH Legal; Selamawit Yisehak, ETH Systems Engineering; Abby Bried, United/Continental Airlines/ Legal and IAWA Board; Marion Liming, Lutheran World Relief Sponsor; Menbere Teklu, ETH On-Board Products. IAWA/Boeing Commercial Airplanes First African Reception Addis Ababa, Ethiopia.



Save the Date: IAWA Regional Receptions 2011

In 2010 IAWA hosted a selection of hugely successful receptions around the world including in Dublin, Atlanta, Chicago, London, Dubai and Panama. 2011 has seen IAWA visit many different countries already.

The IAWA board hopes to bring a similarly interesting schedule to compliment the Paris conference. Please save the date for San Francisco kindly sponsored by Clyde and Co and Chartis:

September 20 San Francisco Clyde & Co US LLP
101 Second Street
24th Floor
San Francisco, California 94105

IAWA connected at...

.....the McGill Conference on International Aviation Liability & Insurance in Montreal Friday evening, May 6th, at the opening night cocktail reception a number of IAWA members and guests met at the Hilton Montreal Bonaventure Hotel. It was a great evening and opportunity to catch up with friends old and new!



IAWA Members in the News

New consulting company targets smaller clients...

03 June 2011 Excerpt from Air Finance Journal

Mylène Scholnick has set up Lenoma to provide advisory services for airlines and aerospace customers.

Former senior vice president at SkyWorks Capital, Mylène Scholnick, has established a new aviation advisory company called Lenoma.

The New York-based company will provide strategic marketing and sales, aircraft financing and business development services for airlines and aerospace companies.

Scholnick has more than 20 years of aviation experience working in international markets including Europe, Asia and the US. She has also held a variety of prominent roles in different aspects of aviation from financing aircraft to operating airlines.

She has developed a strong global network with airlines, leasing companies, manufacturers, airports, maintenance, repair and overhaul (MRO) companies, as well as banks, insurance companies, private equity firms and hedge funds.

"I thought the best solution was to venture out on my own and leverage all the relationships with airlines from all over the world," Scholnick says. "[Owning your own business] has a lot more risks, but there are also more rewards."

Scholnick was with SkyWorks Capital from 2005 to 2010. There she expanded the company's business in Asia by developing syndication and origination, aircraft financing placements and remarketing, and arranging debt financing and sale/leaseback transactions for hundreds of aircraft.

First customers

Since launching in January, Lenoma has lined up two mandates and expects to win a couple more by the end of the year.

One company is a non-US manufacturer. Lenoma will advise the client on marketing and sales strategy to the US.

The second company is Nature Air, a Costa Rican airline based in San Jose. Lenoma will help the mainly domestic carrier develop a strategy to expand into neighbouring countries consulting on fleet strategy and financing options.



New members

Jennifer Clark is an associate in the Tampa, Florida office of the law firm, Murray, Morin & Herman. Jennifer's practice involves defense of clients in the aviation industry, including airports, FBOs, manufacturers, and repair stations.

After more than 20 years leading the fleet planning departments at two major U.S. airlines, **Nina Jonsson** has launched her own consulting practice, VFA - Viking Fleet Advisors. Most recently she led a large multi-billion dollar widebody aircraft order at United Airlines. During her career, she has overseen the fleet turnover of several hundred aircraft, through two mergers and three bankruptcies. She has led the operational integration, production, and entry-into-service process of several new fleet types, including the first US certifications of the A330, A321 and EMB-170. She has actively participated in future aircraft development with the aircraft and engine manufacturers. Ms. Jonsson is a native of Iceland, grew up in Luxembourg and has resided in the U.S. for the past 25 years. She earned her MBA in Management of Technology from Rensselaer Polytechnic Institute, speaks five languages fluently and is a licensed pilot.



Jenny Payne is the managing director of Marketing for the Americas and Leasing at Boeing Commercial Airplanes. Payne's previous positions at Boeing Commercial Airplanes include director of Product Marketing and Product Analysis, director 757 Brand Management, manager Weight Engineering, and product development engineer. Payne received a Bachelor of Fine Arts in Ballet and a Bachelor of Science in Mechanical Engineering from the University of Utah. She is also a graduate of the Master of Business Administration Program at the University of Washington.

As Global Head of Aviation Risk Consulting at Allianz Global Corporate & Specialty, **Eva Poujardieu** is focused on building loss control infrastructure for the Aviation branch. Eva has been working for Allianz Risk Consultants for 8 years. Previously working in the Fire Protection industry, she joined Allianz as a Property Consulting Engineer, working for several years as the Dassault Aviation Account Engineer, dealing with plants risks and as the Risk Manager for new projects of that group. Her interest in aviation is not only work-orientated -- when not at work, Eva spends her time in the air, gliding.



Silvia Testa is Clerk/ Of Counsel at Lane Powell, PC, in Seattle. She is a member of the firm's Aviation and Maritime Practice Groups. Her past experience includes serving as General Counsel at Dubai Aviation Corporation t/a flydubai; Partner, Shipping & Aviation at HBJ Gateley Wareing in Dubai, United Arab Emirates; and Legal Consultant in Shipping, Insurance and Aviation at Al Tamimi & Company, also in Dubai.

