

# IAWA News & Views

## First Quarter 2012

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## 2012 New President's Message

Happy New Year 2012 to all IAWA members! On behalf of IAWA's new Board and Advisory Board members, we would like to wish a very healthy and successful new year! It will be the Year of the Dragon in the Chinese New Year starting soon, and this should bode well for the world economies! I am very honored and delighted to succeed to Katherine Staton and become IAWA's President for 2012-2013. It will be no easy task to follow on her leadership and footsteps, but I will try!



We have a very professional and diverse new board which is composed of dedicated and hard working aviation professionals. You will find the list of all our Board officers and Advisory Board officers on our website. You will notice a few changes that reflect our goals for the next year: a new VP Marketing, our VP International with specific region focus, and a larger number of advisory board positions.

We will continue improving on all our social media tools and our new website that were launched by the previous board, so that networking continues throughout the year and beyond our Annual Conference. Following a very successful conference in Paris, we have already lined up our next ones: Dallas 2012, Panama 2013, Seattle 2014. All suggestions for speakers and topics are always welcome! In addition, we will continue holding Regional Receptions throughout the world, whether initiated by our Board members or any of our members. Our first one should be in Paris, on March 8 2012, sponsored by EADS and leveraging the momentum of our Paris Conference. We are hoping to host a Regional Reception in Latin America, in Africa and the Middle East as well as in the United States. We will emphasize on our "IAWA Connect" as these informal gatherings are very easy to organize along any of the conferences our members attend, and we strongly encourage our members to get involved by initiating these Connect along the year.

We would like to grow our membership at a faster pace and the best way for our members to help us is to spread the word to colleagues and industry relationships. There is no better way than the grass root way and viral marketing! We will also work on expanding our affiliations beyond the very successful one we have in place with The Wings Club. Here again, we need you to attend their lunches if you can so that we can keep our relationship successful and we are working on new affiliations that will have events taking place in various regions. We also want to become even more international and reach out to Asia, Africa, the Middle East and Latin America.

Make sure you use LinkedIn, Facebook, our website to communicate and help us strengthen our networking, which is our primary goal.

We are working on complementing our Scholarship program with a Mentoring program to assist younger aviation professionals grow their aviation carrier with the help of some of our most experienced women.

On behalf of our new Board and Advisory Board, we are very excited to serve our membership and hope to hear from you very soon!

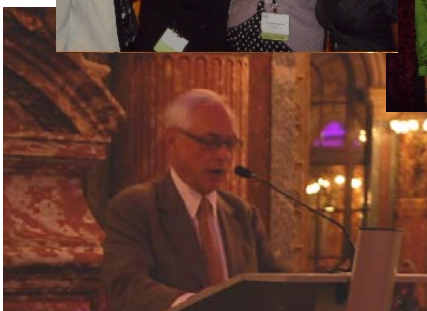
Yours sincerely,

Mylène Scholnick  
International Aviation Womens Association



Explore IAWA  
online at  
[www.iawa.org](http://www.iawa.org)

# 23rd Annual Conference Highlights



# 23rd Annual Conference News

## 23rd Annual IAWA conference in Paris: A resounding success!

On Thursday the 17th of November 2011, IAWA held its 23rd annual conference in Paris. With 218 attendees the conference proved to be one of the largest ever. Kat Staton, the outgoing President, opened the conference by extending her thanks to all the sponsors and supports of IAWA. Without their dedication IAWA would not be able to touch such a wide audience around the world.

The first panel addressed the question of "Why don't more women run Airlines?" Quince Chong of Cathay Pacific opened the panel. While they have a gender-neutral employment policy, Quince is the only woman on the main board structure. She started with some inspirational stories about her team and how they collaborate. There continue to be barriers to break down in order for more women to run airlines. Siza Mzimela, Group CEO South African Airlines, told the audience that the glass ceiling is only as high as the "guys have made it." She impressed upon the audience that women can't try to be like men – we need to use our own skill set. Christine Ourmieres of City Jet, the biggest carrier in London City Airport told the audience that 13 of 200 CEOs of commercial airlines are female. Contrary to popular thought the US is not a leader in this way - Africa leads the way. Mentoring was a large theme and a lively debate ensued with audience participation. Next up was the Insurance panel moderated by Patti Moores of AON. The panelists included Vonnick le Guillou of Bird and Bird and Sophie Marx of the Paris based broker, OAAGC. Sophie discussed war and terrorism exclusions and how to "buy back" these coverages. Sophie touched upon the need for a risk to be in existence. The panel discussed how it seems strange that threats against countries have to be transferred to the insurance balance sheets. Embargo and sanctions were also discussed.

The following panel had lively discussion regarding "Airports and Air Traffic Management: Strategies, Technology and Human Resources, New Challenges" with Eugenia Llorens Beltran de Heredia, SESA, Dottie Hall GE Aviation and Shaunta Hyde, of The Boeing Company. Geraldine Naja of the European Space Agency

explained that her agency's goal was to engender research and technology and their application in space. Programs include human spaceflight, Earth Observation and Robotic Exploration. EASA's ongoing project is to launch a mission to drill the soil of Mars to two meters in search for biological life. Another is the mapping of sea ice and its effect by global warming. She added that space is an important part of our daily life – but it is threatened by pollution. EASA is working on addressing this pressing issue.

Claude Dubreuil of Atrium spoke of technology that enables space exploration and planetary missions. The International Space Station is a key facet of their mission statement.

The Aircraft leasing panel discussed the fact that financing of aircraft is changing due to the banking situation. There are also regulatory changes to be managed in the commercial finance sector. The next panel discussed the issue of Aviation and Climate change and what this big issue held for future developments in the industry. The panel led by Nancy Young, included Linda Koppel of Ethihad Airways and Angela Foster-Rice of United Airlines.

The evening brought a special event hosted by Boeing in the opulent Salon Opera in the Hotel Intercontinental Paris le Grand. The evening's proceedings were opened by Jean-Pierre Raffarin, Vice President of the Senate and previous Prime Minister. The conference was later treated to a speech by Sally Bondy of Boeing Aircraft Company.

The program on Friday was equally hard hitting. The conference resumed with a membership meeting followed by the introduction of our 2011 scholarship recipients.

The first panel addressed the age old conundrum – "Breaking the Glass Ceiling" conducted by the IAWA Advisory Board. Kris Fellrath of Boeing engaged the audience in a discussion about how we advance ourselves. Impressively, Kris has responsibility for 3,000 people. Kris has strong thoughts on how to advance in business. She asked the audience to reflect on the following:

1) Do you know yourself?



# 23rd Annual Conference News

- 2) What is your legacy?.
- 3) Are you doing enough?

Rene Martin Nagle told us “she broke the silence – the glass ceiling and an occasional glass.” As the only senior woman at the beginning of her career she was lonely so she started mentoring. Rene advised the audience “Always tell the truth and face the difficult issues including the elephant in the room.”

Elizabeth Freidenburg simply told the attendees to work hard. She beseeched them to realize that it is not that difficult – you can do it.

One piece of personal know-how she shared is that she always responded to clients immediately. Even though she may not necessarily have had the answer there and then she would always say “I am working on it!”

Suzon Franzke relayed some amazing and entertaining stories about her fellow panellists. Her mantra contained many pearls of wisdom. She implored the audience to always move an initiative. If it is bold and you have done your homework – proceed. Suzon offered that we must balance as best we can. “When you feel overwhelmed – stressed beyond comprehension – when obstacles seem insurmountable – remember that you hold the key to your success. You are the CEO and you are president of yourself. Give the stock to who you choose. You are the key to your success!”

Elisabeth Ourliac at Airbus, discussed the birth of Airbus. Constituent countries splintered corporate structures and different cultural understandings were an obstacle in the beginning. Elisabeth’s recipe for success includes starting from a common goal. In the case of Airbus, this was a product and customer focus goal.

Gala Goncalves of EADS began by expressing her gratitude to the first panel for their touching insights. Gala shared the challenges that had to be faced.

Jenette Ramos of The Boeing Company continued the theme with lessons from her company. Mary Ellen Jones of The Engine Alliance told the audience that while her company teams on some forums as partnerships there is massive

competition in most arenas. The panel discussed the supply chain question.

Panelists are worried about the industry’s ability to meet the many obligations. The next panel focused on Benefits and

Boundaries of Airline Alliances – Patricia Delgadillo shared the view that alliances help airlines meet customer expectations, especially in times of delay in different parts of the world.

Cynthia Joy of Air Canada discussed Star Alliance.

Focus on client service has seen great improvements in international travel connectivity.

The panel discussed “Metal Neutrality”. A++ Joint Venture. This is the idea that the customer doesn’t

have to fly on your airline’s “metal” – any of the partners are parallel. Barbara Van Koppen of KLM

Royal Dutch Airlines, commented that more joint ventures are being created within alliances and this

leads to a lot of scrutiny by EU and regulatory bodies.

A resounding success, the 23rd Annual IAWA conference came to an end following a thought provoking luncheon speech by Aude de Thuin, President of the French Forum.

The board of IAWA looks forward to seeing you all at the 24th Annual conference to be held in Dallas, Texas, October 3-5 at the Adolphus Hotel!



# 24th Annual Conference Announcement



## New Members

**Mary Barnicle** holds the position of Director of Regulatory Affairs at United Airlines. She advocates the company's position in proceeding before government regulatory agencies, particularly regarding taxation, economic liberalization, consumer matters and international facilitation. Ms. Barnicle has also represented United in international aviation negotiations.



**Kirsten Bartok** is Hawker Beechcraft Corporation's Vice President, Structured Finance & Corporate Development. Kirsten joined the manufacturer of business, special-mission and trainer aircraft in the spring of 2010 and she is responsible for corporate development, joint ventures, structured finance, customer aircraft financing, developing and maintaining relations with financing institutions, investment banking communities as it relates to M&A, potential partnerships as well as use of Hawker's balance sheet to procure financing for customer aircraft for both the general aviation and government businesses.

**Clotilde Landolfini** is the legal and claims manager for the Global France Branch which opened in 2009 in Paris and she is in charge of all the legal and claims aspects of the new activities in France. She has a 12 year experience in aviation, having spend 6 years with La Reunion Aerienne within the legal and claims department and 4 years with marsh as an aviation senior claims adjuster. She graduated from the Aix-Marseille faculty of Law holding a post-graduate degree in International Transport.



# New members (continued)

**Bobbi Wells** is the Managing Director for Air Operations Planning & Analysis. She is responsible for overseeing the planning and asset utilization of FedEx Express Air Operations. These activities include creating the framework for the airline strategic plan and associated objectives. She also leads an industrial engineering group focused on highly leveraged process improvement initiatives supporting airline operations. Bobbi joined FedEx in 1993 as Senior Manager for GOC. Before joining FedEx Bobbi served 10 years in the USA Army as a Transportation Officer. She has degrees from the University of Memphis (MBA) and University of Notre Dame (BA).

**Marie Bresson** is a Senior Associate of Bird & Bird Paris Aviation Department led by Vonnick Le Guillou (member of IAWA). Her practice covers civil and military aviation dispute resolution and advising on aviation regulation and contracts. She assists various companies in the aviation industry, including aircrafts and equipments manufacturers, airlines, maintenance and repair organisations.

**Elisabeth Ourliac** is Vice President, Head of Strategy Integration – Airbus SAS and initiated the development of Airbus methodology and formulation of the Company's Vision and Strategic Priorities. In 1983 she joined Aerospatiale, the French state owned aerospace company which co-founded Airbus. From 1983 to 1999 she was Controller for the commercial aircraft division, then contributed to the creation of the Airbus integrated company in 1999 (now called Airbus SAS). She speaks three languages (French, English and German) and holds a Master of Business Administration from Toulouse Business School, majoring in Finance. Additionally, she holds a Bachelor in Law from the University of Toulouse.

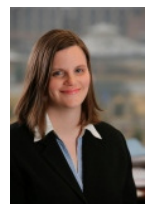


**Maureen E. Patton**, Managing Director for FedEx Express, is responsible for line maintenance of the FedEx Aircraft fleet. In addition to line maintenance, she is responsible for the fuelling operation in Memphis and tooling for FedEx worldwide. Prior to FedEx, Ms. Patton worked for Continental Airlines, McDonnell Douglas and the United States Navy. Ms. Patton attended Embry-Riddle Aeronautical University where she earned a BS in 1999. In 2003 she earned her MBA from the University of Arkansas. She served as a petty officer in the U.S. Navy from 1982 – 1990.

**Abigail Pollard** joined the family business - Blake Emergency Services - in December 2005. Abigail is responsible for writing Emergency Response Plans for airlines and airports. In addition to being a trained management accountant, Abigail has worked on numerous air crash accidents across the world to assist those affected by the accident, both at the accident location as well as provide the direction and backup support a deployment requires from Blakes Head Office in the UK.



**Heather Halverson** is an attorney with Fafinski Mark & Johnson. She concentrates her practice in complex commercial transactions, including aircraft finance and leasing, cross-border transactions and corporate aviation financing and structuring. Heather has extensive experience representing equity participants, lenders, lessors and lessees, including numerous aircraft transfers, foreclosures, financings and restructurings.



# IAWA Website

## Navigating the IAWA website

One of the objectives behind the IAWA website relaunch was to bring some consistency to the website. And the biggest part of that was to put most information in public areas that didn't require logging in. What that means is that to view event photos, read News & Views newsletters, and even renew memberships; there is no need to dig up an old User ID and Password.

Further simplification included placing the three most popular menu links (Calendar, Newsletters and Photos) in the top menu bar (Fig. 1). One click and the calendar (*or photo album or News & Views*) unfolds!



Figure 1 - Menu bar at the top of the IAWA website

### So why have a login window on the website's left-hand side?

The answer is that behind that login window is membership directory – Names, phone numbers and addresses so members can interact with each other. After an IAWA member logs in, the top menu bar changes (Fig. 2). Two new options appear – Clicking on “Members” takes you to the membership directory and “Log Out” is useful if you're at a public computer.



Figure 2 - Menu bar after the member logs in. Note the "Members" and "Log Out" options

### lost my Password!

Relax, you aren't the first. You can click on the “Request new Password” (Fig. 3) and type your email address (*the one you provided IAWA when you originally signed up*) on the next screen. The system will email you directions to reset your password.

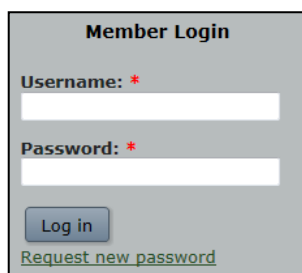


Figure 3 - Login Box containing Request new Password link

Failing that, the IAWA Administrative team can reset it but allow some time for her to log in and pull up the appropriate screen herself.

### What else?

There are over 100 pages in the IAWA website – The Calendar, Member, Newsletter and Photo pages just scratches the surface. There's historical information, past event information, scholarship information, Wings Club information and much more. And the only way to find it all is to click ...



# Regional Receptions

Our next Regional Reception will be kindly hosted by EADS. It will be held in conjunction with the celebration of International Women's Day 2012. Attached is your invitation to attend the IAWA Regional Reception sponsored by EADS (Airbus, Astrium, Cassidian, Eurocopter), on March 8, 2012 at 6:00pm, at the EADS office in Paris, France. Come and mingle with some of IAWA's members and Board members, and make sure you invite other women in aviation and aerospace!

It will be held at the EADS Headquarters, 37 Boulevard de Montmorency, Paris 16eme, Salon VIP.



## IAWA members in the news

### Kathleen Guilfoyle named a Top Woman of Law by Mass Lawyers Weekly—

IAWA congratulates Kathy Guilfoyle on her recent inclusion in the Top Women in Law list, an annual list compiled by Massachusetts Lawyers Weekly.

The Top Women of Law "celebrates outstanding achievements made by exceptional women. Each year Lawyers Weekly honors women who have made inspiring contributions in fields including pro bono, social justice, advocacy and business. The awards highlight women who are pioneers, educators, trailblazers and role models..."

**Zoe Layden was** promoted to the role of the Broker Development Manager for Allianz Global Corporate Specialty the UK. The new role is an expansion of her current role of driving the aviation business forward and maintaining selected key accounts. She will be responsible for building stronger broker relationships across all risk transfer practices.





# IAWA Members in the News (cont.)

## Caroline Daniels Elected as Vice-Chairman of the General Aviation Manufacturers Association

### Caroline Daniels Elected as the First Female Chairman of the General Aviation Manufacturers Association

The Board of Directors of the General Aviation Manufacturers Association (GAMA) has elected San Francisco business leader, Caroline Daniels, as Chairman of the Board. Ms. Daniels previously served as GAMA's Vice Chair and as Chairman of both the Safety and Communications Committees, and will serve as the first female Chairman.



Ms. Daniels, Chairman and CEO of ATP, is widely recognized by the aviation industry as a pioneer of technology enabled, safety information management systems and is dynamically involved in industry affairs. Daniels is also a Trustee for Embry Riddle Aeronautical University, serves on the Board of Directors of the San Francisco based Academy of Art University, is Co-Chair of the Northern California Chapter of Women Corporate Directors, and is a member of the World Entrepreneurship Forum and the World Presidents Organization (WPO).

GAMA ([www.gama.aero](http://www.gama.aero)) fosters and advances the welfare, safety, interests and activities of general aviation and works through relationships with governments, business and communities to promote a better understanding of the important role general aviation plays worldwide in economic growth and development. The GAMA board is composed of CEO and senior leaders of 75 of the world's leading general aviation manufacturing and service companies. GAMA headquarters are in Washington, DC, with a European office in Brussels, Belgium.

ATP ([www.atp.com](http://www.atp.com)), a global knowledge services company, provides safety and compliance information for the aviation market. Backed by 35+ years of experience, ATP solutions combine innovative technology, industry expertise, and expedited information access and reporting. The company's comprehensive content services and software applications deliver vital knowledge to support the mission critical requirements of manufacturers, mechanics, schools, governments, operators and carriers worldwide.



# IAWA Scholarships

Congratulations to our 2011 Scholarship recipients! IAWA is proud to be able to support young women in their interest to pursue careers in aviation. Here is the complete list of our successful candidates in 2011:



Embry Riddle Aeronautical University: The 2011 **ERAU** recipient was Mary Smith, and she was awarded the scholarship in early January at the annual Aviation Law and Insurance Symposium in Orlando, Florida. Mary is pursuing a Master of Business Administration degree in airline management.

McGill University: The McGill scholarship is awarded in the autumn each year. For 2011, Isavella Vasilogiorgi is our award recipient. She is currently a PhD Candidate in Air and Space Law, Institute of Air and Space Law, McGill University.

SMU - Dedman School of Law: The scholarship was presented at the Annual SMU Air Law Symposium in Dallas, Texas in late March. The scholarship recipient is Sarah Lopano, and Katherine Staton presented the award for IAWA in Dallas.

The program outside of the US selected for the 2011 scholarship was Ecole Nationale de l'Aviation Civile. Flora Jamgotchian received the 2011 IAWA scholarship. Flora is an engineering student focusing on avionics systems and aeronautical telecommunications.

