

AGAINST The Tide

I know that a lot of people turn to this page looking for some insight or inspiration about aviation safety. I hate to disappoint, but at least once a year, I believe I should give you some insight into this organization, letting you know what you can expect from us.

This is the toughest economic climate the Foundation has endured since it started in 1947. The good news is that in spite of the tough times, we are surviving while at the same time preparing to grow. By the time you read this, you should be able to use our new Web site. It is part of an effort to modernize our infrastructure with a new generation of communication tools. Travel will be tough for safety professionals for a long time, but with these new electronic tools, the Foundation, I hope, will remain a place where the aviation safety community comes together.

If you have not already noticed, our reach has been steadily expanding. A team of volunteers for months now has been producing a Chinese language edition of this magazine, which is available for download on our Web site. Some articles also are being translated into Russian, and we hope to see a Spanish version in the not-too-distant future. Recent economics may have caused the industry to contract, but the Foundation's reach has been extended.

It is not enough to build new communication channels; we have to have something to say. Some of you who are International Air Transport Association members probably have seen the newly minted IATA/FSF *Runway Excursion Risk Reduction Toolkit*. Even if you are not an IATA member you will be able to get this information from FSF and IATA. Also, an updated *Approach and Landing Accident Reduction Tool Kit* will be available from the Foundation in the coming months.

You also can expect to see your Foundation cited in the press more than ever. Many members have asked us to be the voice of reason for the international media, so we work daily with major media outlets around the world to help them produce better-informed aviation safety stories. In the first six months of the year, the Foundation has been quoted in various news media more than 10,000 times and in more languages than we can count. Our head office may be in the United States, but our voice is heard all over the world. I hope it is the voice of reason.

It takes money to keep these things happening. We have been blessed with a few major contributions over the last several years, but we can't leave future contributions to chance. For that reason, Susan Lausch has joined us as our new director of development. It will be her job to communicate the value of the Foundation to economic decision makers and donors. It also will be her job to listen to you and keep us technical people going in the direction the members need us to go. You can help the Foundation by helping her. Please let her know how the Foundation earns your membership and the things it needs to do to appeal to more people and add more value. You can contact Susan at development@flightsafety.org. She will be looking forward to hearing from you, and I will be grateful for your support.



William R. Voss
President and CEO
Flight Safety Foundation

