

Recognition for Corporate Aviation Safety

George Saling receives the 2008 Business Aviation Meritorious Service Award at CASS.

At the 2008 Corporate Aviation Safety Seminar (CASS), participants heard about innovations in technology and strategy for safety in corporate aviation. George Saling, who was presented with the Business Aviation Meritorious Service Award at the seminar, exemplified another aspect of the risk-reduction mission: the initiative that transforms new developments into constructive action and implementation.

Saling's career included management positions with FlightSafety International and Philip Morris (now Altria Corp.). As director of aviation, and later vice president for aviation and travel services at Philip Morris, Saling and his staff transformed the department into a worldwide travel support operation. Under his leadership, the Philip Morris and Altria flight department was the first to implement a corporate flight operational quality assurance (CFOQA) program, and he has been a long-standing supporter of FOQA for the industry.

At Altria, Saling stressed safety, professionalism and employee development. A generation of talented, safety-oriented aviation professionals was nurtured thanks to him. Altria was one of the first corporate flight departments to be certified to ISO [International Organization for Standardization] 9002, and subsequently to the IS-BAO [International

Standard for Business Aircraft Operations] Level III standard.

He developed a safety management system that became the National Business Aviation Association's (NBAA's) best practice standard. Saling was instrumental in establishing NBAA's maintenance committee and a program to measure, and improve, aircraft reliability and maintainability. He served on the NBAA board of directors from 1994 through 2005, and at various times he was chairman of the industry affairs, nominating and membership committees. He served as treasurer, vice chairman and, from 2001 to 2003, chairman of the board.

FSF President and CEO William R. Voss, in presenting the award, said, "It would take more time than we have available to talk about all of George Saling's accomplishments, but one that stands out in my mind is his dedication to our CFOQA program." ●

Flight Safety
Foundation Chairman
Amb. Edward W.
Stimpson (left)
presents Saling
with award.

