



## STERLING COURIER & WOMEN IN CORPORATE AVIATION JOIN FORCES FOR 1st TIME AT EBACE

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AOG shipping services & the transportation of critical aircraft parts to be major topic of discussion at booth 961.

GENEVA--May 20, 2008-- Sterling Courier, a division of Quick International Courier will sponsor Women in Corporate Aviation (WCA) at EBACE in Geneva, May 20-22. Sterling Courier, the world's leading aviation shipping specialist will co-exhibit with WCA a non-profit organization composed of aviation professionals. WCA is exhibiting at EBACE for the first time and also celebrating its 15th anniversary. Sterling Courier and WCA will co-exhibit at booth 961.

"We are grateful to help a fine non-profit organization like WCA promote their networking and sponsorship opportunities on this scale by co-exhibiting with them at our booth," said Paul White, UK Director, Sterling Courier. "Our executives will be available to discuss the transportation of critical and AOG aircraft parts. We will offer up ways to cut out significant shipping lead-times for operators, owners, MROs in order to get their airplane off the ground, not losing any potential revenue and keep the operation going."

Karin Muller, the Sales and Business Development Manager of Sterling's Aviation Division and active WAI member, will be on hand to welcome visitors to the Sterling exhibit booth.

Paul White, UK Director, Sterling; Frank Watts, VP Sales, Sterling and Jas Bassi, Account Manager, Sterling will also be staffing the booth.

Michele Wade, General Counsel, WCA; Elizabeth A. Clark, Director and Headquarters Office WCA and Michelle Bassanesi, International Liaison WCA/WAI will be at the booth to discuss WAI/WCA memberships and scholarships.

"We are proud to be aligned with the WAI at this event and look forward to future opportunities," said Dominique Bischoff-Brown, Chief Operating Officer, Quick International Courier.

Sterling Courier, delivers a complete array of customised solutions designed specifically to help keep downtime to a minimum. Since 1985, Sterling has been helping distributors and aircraft maintenance support companies meet even the tightest, seemingly impossible timeframes - delivering everything from small parts and urgent documents, to aircraft engines and dangerous goods.

## **EBACE: How did this happen? It was on the fridge!**

It was nearly one year ago that I attended my first AWE convention. Michelle Bassanesi, our WCA International Liaison, had been after me for years and insisted that if I just "put it on the fridge, it will happen". In that time she began and orchestrated Aviation and Women in Europe. The website states that ***AWE is aimed to promote women's presence in aviation at all levels: not only in the flight deck but in all other aviation professions and skills.*** Past newsletters and photos on yahoo gave you an idea of what an incredible experience attending a European convention was for me and many others. While at the AWE meeting Michelle introduced me to a wonderful lady so full of



enthusiasm and spirit I was enchanted, Karin Muller. Karin immediately began the wheels turning to invite WCA to exhibit with her company at the European Business Aviation Convention and Expo that is held annually in Geneva, Switzerland. Karin joined WCA that day and we will never be the same!

Jane Middleton, Baroness Margaret Thatcher and Michelle Bassanesi at the AWE 2007

The next time I saw Karin was at the NBAA convention last fall in Orlando. She and her entire company came to celebrate with us

the scholarship presentation and formally invited us to get serious about EBACE. I vowed that if she organized it I would be there. By the time we got to WAI in March it was a done deal. Never could I have imagined such enthusiastic support and energy from our international members. At the 15<sup>th</sup> Anniversary luncheon for WCA in San Diego, Michelle

Bassanesi proudly invited the membership to come to Geneva and, if not Geneva, than to Fyresdal, Norway in September, 2008. WCA is moving to greater heights and new horizons. We can be very proud of the new vistas our members bring to WCA.



**Jane Middleton and the banner are off to London!**

By the time we left the Women in Aviation Conference in March, our banner was on its way to London by the hand of WAI member, Jane Middleton. At FedEx we call that a custom delivery! Jane passed it on to Karin,

and I followed Michelle's advice and "put the date on the fridge." Once recovered from San Diego I began to make plans. Tim Kirkwood and Michelle Wade did the same. In Europe the emails were flying between Michelle Bassanesi, Karin Muller, Jane Middleton, and many others to make the experience fantastic. A few weeks before we left for Geneva, we received word that Dr. Peggy Chabrian would be joining us and that we were invited to a breakfast for Women in Aviation (WAI) sponsored by Bombardier Skyjet in Geneva.

I arrived two days early to Geneva intending to take in the sights before the convention. Instead I was able to attend a one-day Safety Standdown sponsored by Bombardier before the others arrived. I met Rosa Rubio Garcia from Spain, Sandrine Rohrer from Switzerland, Albin Dubovsky from Slovakia (a co-worker of Chris Abbott's at US Steel what had heard that they had hired a lady pilot!), and the entire Bombardier Safety Standdown Team. It was amazing to hear the experiences of flying in Europe and training in the States. Imagine what it would be like to have to go to Europe for training.

Rosa Rubio is a member of Women in Aviation and is trying to get a WAI chapter going in Spain. I invited her to come that evening and meet Dr. Chabrian as we were gathering at the NH Hotel. As it happened, Rosa was staying the very same hotel and came to join us. By evening we were Rosa, Peggy, Tim Kirkwood, Michelle Wade, Michelle Bassanesi, Jane Middleton and me all safely arrived and excited about the prospects of our first EBACE.





(Christi, Michelle, Jane, Gabriella, Michelle, Karin, Jas, Tim, Peggy and Liz)

The next morning we began with a delightful breakfast hosted by Gabriella Somerville, Client Relationship Manager for Bombardier Skyjet International Limited. Karin Muller and Jas Bassi from Sterling Courier, and Christi Dobelli, WAI member from Switzerland, also joined us. This was an opportunity to gather together before we started the exhibiting, “to hold hands and begin together this new experience,” Michelle Bassanesi. WCA, WAI, AWE began together.

After the ribbon cutting ceremony, we entered the exhibit hall, and set up our side of the booth sponsored by Sterling Courier, a division of Quick International. Christi and Tim found a way to hang the banner, Peggy supplied WAI materials, Karin Muller supplied WCA brochures, Michelle Bassanesi supplied AWE materials, and Liz brought stickers, business cards, logo pins and a sign. The banner arrived via express courier, Jane Middleton direct from Women in Aviation Conference, San Diego via London and Karin Muller from London to Geneva! We met Frank Watts and Paul White of Sterling Courier and Devinder Kalsi, DOM, and friend of Sterling Courier.



After a quick circuit around the exhibit hall, Jane, Liz and Peggy headed out to find the Tiffany hotel and restaurant that was recommended by Christi Dobelli. It was eventually found after a lot of French translation. We shared a delightful lunch and then did some more discovering of Geneva, parts of France, and points unknown. Jane barely made it back to the airport for her flight on time then sat on the tarmac for over an hour.

Peggy, Kalsi, Karin, Michelle, Christi



Fridge Photo!



The next day we spent looking at airplanes, Michelle attended a Netjets job fair and then met up with Liz at the static display. She had the opportunity to get directly in to the cockpit of her first business jets. We walked around EBACE and spoke to people about WCA and AWE's upcoming event on Norway. We met many people who joined in our excitement regarding networking for both WAI and WCA. We stopped to speak to EBAA, the European Business Aviation Association, about a associate membership for WCA in EBAA and met Christine Mairesse, membership administrator, who invited us to come back in an hour to talk more. We returned and settled into a quiet cafe area of the press room to chat. Christine was very excited about the idea of working with WCA Europe and opening the doors of EBACE to Europe's university aviation students. We then made plans to speak with her superior, Corine Jacobs, executive administration manager, the next morning. Christine also offered to become an officer and provide IT tech support and computer assistance to WCA.

For the evening we drove out to the town of Lausanne. Tim, Michelle Wade, Michelle Bassanesi, and Liz had dinner at the Pirates restaurants. Lausanne was beautiful, home on an Olympics museum and gardens, swans, shops, amusement park and marina. We enjoyed a fine meal. The drive home took us down route 1 along the lake side to Geneva through small towns and villages that were both quaint, historic and scenic.

By Thursday the booth was getting lots of attention, Tim caught any woman who passed by the booth with a handful of information and asked, "Hey, are you a woman in aviation? Then this is for you. You need to join this group!" Or "You are most certainly a woman in aviation! It's women for women and we are here to network and mentor you!" Frank Watts joined in the fun and is anxious to join WCA. As we reflected on the enthusiastic welcome for WCA in Europe it was decided that Karin Muller should assist Michelle with the networking and membership efforts. Karin agreed to take on the hat of WCA European Liaison. By doing this, Michelle will retain her responsibilities as WCA International Liaison and if other areas of the world grow, for example Asia, then they would also have a liaison that would work through Michelle. WCA-Europe was born! It's a girl! Michelle was quick to point out that next year, WCA will be "Sweet Sixteen", and our European Baby will be 1 year old in May, 2009.



**Karin Muller and Michelle Bassanesi**

Liz and Michelle went down to visit Corine Jacobs regarding WCA-Europe and the student access to EBAA. The plan was already in force with her higher ups and was nearly accomplished.

We were delighted, and then went down to meet Mary Mahoney of Aviation International News, a longtime member and supporter of our work at WCA. After a brief conversation, we returned to the booth for the rest of the day in celebration of our success. We were



asked to begin a posting about the EBACE 2009 plans for university students and we sent it off to Christine ASAP!

Meanwhile, Michelle had another jet opportunity with Kalsi in the Global Express and spoke with the chief pilot about access for students next year into the aircraft and was assured that it would be open. Their conversation extended to the HUD, the most



sophisticated avionics, and state of the art technology in the works. The chief pilot let Michelle in to the cockpit if she “promised not to touch anything”... she told him she could not keep her hands to herself! She also noted that all the circuit breakers were pulled!

#### **Michelle and the Field of Dreams**

The convention ended and we headed into Geneva to meet Peggy at the Starbucks by the train station. We walked to the waterfront and saw the great water spout. We then drove up route 1 alongside the lake until Michelle spotted a great marina and little

restaurant where we had a delightful dinner and watched the evening fall. Peggy, Tim, Michelle Bassanesi and Liz toasted a very successful European experience at EBACE 2008! Many thanks to Karin Muller and Sterling Courier, to Judith Moreton, Managing Director, and Gabriella Somerville of Bombardier, and all those who attended and helped make this a great success story of WCA.



**It's a Girl! Welcome WCA-Europe**

*As Michelle says, “put it on the fridge!  
It will happen.”*

Until we meet again!  
Au Revoir

***AWE 2008 - 12th/14th Sept. 2008***  
***"Building Partnerships Across Boundaries"***  
***Fyresdal, NO***

***The European Section of Women in Aviation, International presents its first ever Norwegian conference, "Building Partnerships Across Boundaries," to be held in beautiful Fyresdal, Norway. This year's conference is shaping up to be the most inspiring yet with an excellent line-up of world class speakers and the networking opportunities you have come to expect.***