

EBACE 2009 a resounding success for WCA!



We are just returning to our homes in Stockholm, Rome, Southaven, Lucerne, Amsterdam, London, New York, Delray Beach and Midland Park. WCA was honored to be a guest of Swan Heights at the 2009 European Business Aviation Convention and Expo in Geneva, Switzerland last week. The convention, similar to NBAA in the US, hosted 10,917 registered attendees. Representing WCA were Tim Kirkwood (AviaNation), Elizabeth Clark, Michelle Bassanesi, Kajuju Laiboni and Christi Dobelli. In addition, members of WCA could be found throughout the convention, Mary Mahoney

of Aviation International News was working in the press room, Karin Muller was busy at the Sterling Courier exhibit and, of course, Heidi Smale and Ariette Van Der Hulst at Swan Heights.

At the Swan Heights exhibit, WCA members passed out membership brochures and contact information along with information about the new WCA International Career Scholarship program. The scholarship, funded by all non-US based dues and contributions, is provided this year to two college/university students. The funds cover the registration fees for the Aviation and Women in Europe conference to be held in Ferrara, Italy on September 14-16, 2009. Our own International Liaison, Michelle Bassanesi, is the host for this event. In addition, we were proud to support the newly organized Women Aviators in Africa as they prepare for the first conference to be held in Nairobi, Kenya in August. Kajuju Laiboni, as student at the university in Stockholm, and her nascent organization are welcoming attendees from every continent.

Swan Heights founders Andre Seijbel and Heidi Smale with their Head of Training, Ariette Van Der Hulst, mentor



Ton Rutgers and, Ana Inigo Olea of Bols Bartending School completed the picture. The Swan Heights exhibit was by far the best in show for new exhibitors. Many hours and great effort was evident in the classy fixtures and presentations. Each afternoon, as an example of the training provided by Swan Heights Institute for Private Flight Attendants, Ana mixed cocktails for conference attendees to sample while Ton handed our rosewater infused warm washcloths as hors d'oeuvres were prepared and served on site. The espresso coffee machine was also a big hit! With all this in the background, Heidi and Andre were very busy speaking to potential students, new client companies, and conference attendees who had someone back home in mind for this program. An amazingly impressive job was done by all. Swan Heights was so pleased with the work of WCA and the professionalism of the members at the booth that WCA is invited to return to EBACE in 2010 to exhibit with Swan Heights once again. We are honored to accept this kind invitation.

Field of Dreams

Many people came by the booth to learn about our organization and to share their own hopes and dreams. Tim Kirkwood suggested we rename our group "mentors R us" as we shared our own experiences of realization of our own dreams. So what is your dream? What is it that you desire that perhaps seems impossible? WCA is a network of networks, our members and contacts run through every facet of the business aviation industry. If there is a dream, together we will realize it. Take for example Kajuju Laiboni....

Two years ago, Michelle Bassanesi shared with Liz Clark her dream of a scholarship for AWE. Liz gave her a little seed money (\$100) and she immediately announced the establishment of a fund for her dream. Fast-forward one year and the awarding of the first AWE scholarship to Kajuju Laiboni, an unknown student from Stockholm, to attend the AWE meeting in Sandefjord, Norway. Kajuju was so inspired by the people she met there that she knew she must begin a meeting of women aviators in Africa. Twenty-eight enthusiastic participants met in Nairobi in December 2008 just three months after the AWE. In February 2009, Women in Corporate Aviation members met at the Women in Aviation Conference in Atlanta from every continent at the annual membership meeting, exhibit booth and events. The suggestion of a career scholarship for non-US based members was born with the hopes of attracting members and sponsors whose investment in WCA would realize dreams around the world. Three months later, in May 2009, the first WCA International Career Scholarship opportunity was announced.



On the final night of the conference, when the exhibits were taken down and shipped out, the packing done and the professional attire relaxed to blue jeans and comfortable shoes, all adjourned to La Comptier restaurant in the city center of Geneva for a celebration. Ton celebrated a successful job interview, Liz her recent completion of the MBA, Christi the announcement of winning a Boeing 737 Type rating scholarship awarded by ISA+21, and for Heidi, Ariette, Andre, Kajuju and Michelle a very, very successful conference and the hope of the realization of their dreams rekindled, and burning brightly.

Until we meet again, au Revoir, and good luck! Elizabeth Clark