

WIZARD WISDOM NEWSLETTER

here to inform, entertain and have fun revolving around the Aviation World

Happy New Year 2021

HOW FORMER SOUTHWEST CEO HERB KELLEHER SHOOK UP US AVIATION

SOURCE: SIMPLE FLYING- SUMIT SINGH

Herb Kelleher, the co-founder and CEO of Southwest Airlines has been an operational powerhouse when it comes to the success of the company. Kelleher was a lawyer who came up with the model of the airline with his client, Rollin King, in a hotel bar in San Antonio in 1967, in which he put \$10,000 of his own money down to get started. The goal was to create an airline that flew passengers between San Antonio, Dallas, and Houston at a cheap rate. Other airlines weren't so happy about the proposed company, and it took many years and several legal proceedings until they began flights.

A year after the Texas Supreme Court accepted the proposal, the airline launched an intrastate airline. In the first decade, Southwest had just 27 aircraft flying to 14 cities, \$270 million in revenue, and 2,100 employees. With Kelleher's drive and determination, the airline grew to become a multi-billion-dollar business until he passed in January 2019.

Kelleher was remembered to treat staff members well and to instill fun and spirit into the airline's culture. As a result, productivity levels were far higher than what was seen across the industry all while keeping fares low and profits great. *"You have to treat your employees like your customers. When you treat them right, then they will treat your outside customers right. That has been a powerful competitive weapon for us,"* Kelleher told Fortune Magazine. "You've got to take the time to listen to people's ideas. If you just tell somebody no, that's an act of power and, in my opinion, an abuse of power. You don't want to constrain people in their thinking."

When Kelleher stepped down from his position as chairman in 2008, he received a standing ovation. While other airlines have faced bankruptcy some time or another, Southwest has thrived when Kelleher was around. Hopefully his memory will live on in Southwest's success for a long time coming.

IATA: CANADIAN GOVERNMENT URGED TO SUPPORT AVIATION INDUSTRY

SOURCE: SKIES MAG- IATA

IATA has made a press release in the government's Fall Economic Statement expressing "disappointment and frustration" that the Canadian government has failed to provide adequate support for Canadian's air transport sector. IATA continues to urge the Canadian government to provide financial support for the struggling aviation sector in order to keep viable. "The government has been stalling for months that it is working on a vital support package for Canada's airlines. It has failed to deliver thus far. Other governments see the need for financial support as an investment in economic recovery and have supported the industry with US\$173 billion. Canada has some of the most draconian COVID-19 measures which have essentially shut down most air connectivity and put the sector in a tailspin," said Peter Cerdá, IATA's Regional VP, the Americas.

The biggest hurdles in stimulating international air traffic continue to be border closures and quarantines, both of which the government of Canada has just extended to Jan. 21, 2021. During its 76th Annual General Meeting held last week, IATA airline members unanimously called on governments to use testing to re-open borders to travel without quarantine.

"In addition to financial support, the government needs a plan to re-connect Canadians internally and to the world. Quarantines kill demand for air travel and destroy jobs across the travel and tourism sector. COVID-19 testing for travel would keep Canadians safe and save jobs. This is an emergency. The same speed and determination that shut connectivity down needs to be applied to supporting testing as the safe option to re-establishing connectivity, bringing families together, and catalyzing the economy," said Cerdá.

TRANSPORT CANADA VALIDATES THE DESIGN CHANGES TO THE BOEING 737 MAX AIRCRAFT

SOURCE: CANADIAN AVIATION NEWS

Transport Canada (TC) aviation safety experts have completed the review of design changes for the Boeing 737 MAX aircraft which can now be incorporated on Canadian registered aircraft. TC has worked with key certifying authorities to ensure all factors of safety are addressed before the aircrafts return to service. These changes are complicated, and mean that TC must create new and improved comprehensive safety plans that require additional aircraft changes, maintenance, and training which must be coordinated with Canadian airline operators, crews, and union associates.

In other words, prior to a return to service of the aircraft in Canadian airspace, Transport Canada will require:

- Modifications to the aircraft as specified in the Canadian Airworthiness Directive;
- Incorporation of the revised pilot training syllabus into the Transport Canada-approved training program for each Canadian airline; and
- Airlines to conduct maintenance on the aircraft to ensure it will operate safely, given the aircraft have been in storage for some time.

The commercial flight restrictions for the operation of the Boeing 737 MAX aircraft in Canadian airspace remain in effect and will not be lifted until TC is fully satisfied that all its safety concerns have been addressed and all preparation requirements have been met.



FAA GREENLIGHTS PFIZER COVID VACCINE FOR PILOTS, CONTROLLERS

Source: AIN online – Chad Trautvetter

The FAA has determined that pilots can receive the new Pfizer-BioNTech COVID-19 vaccine under the conditions of their FAA-issued airmen medical certification. In addition, FAA air traffic controllers subject to FAA medical clearance can also receive the vaccine. However, people under these descriptions must wait 48 hours following the administration of this vaccine before conducting safety-sensitive aviation duties such as flying aircraft or controlling air traffic. The waiting period applies after each dose and the vaccine requires two doses administered 21 days apart for maximum effectiveness.

Meanwhile, the FAA said it will evaluate vaccines from other manufacturers as they receive FDA authorization in the coming weeks and months and will advise pilots and air traffic controllers of any waiting periods required for those vaccines. The agency said it applies similar waiting periods after administration of other vaccines, including those for tuberculosis and typhoid.

TORONTO PEARSON HOPING TO ADD RAPID COVID-19 TESTING

Source: Travel Pulse – Jim Byers

In November, Calgary/YYC began a rapid-testing program that allows arriving passengers to take a COVID-19 test after they land. They must self-isolate until the results come in, but results usually arrive in a day or two. If a passenger has tested negative, they can leave quarantine. Passengers must monitor for symptoms daily and take a second swab within a week of arriving back in Canada. A rapid testing program also began on December 15th at Montreal Trudeau airport.

Ontario Premier Doug Ford recently said he wants the program implemented in Toronto and Ottawa so he can “knock down” the mandatory 14-day quarantine rule. And now the GTAA is saying want to try the Calgary program at Canada’s largest airport.

“We don’t have it yet, but we are in constant communication with the provincial and federal governments to advance new options to protect the airport”, said airport spokesperson Robin Smith. “Government is a critical part of the solution, so we can’t do it on our own.” The Calgary program is proposed to last six months. Global News this week reported that Edmonton might be in line for a similar program.

Global News reported that 14,382 travelers had taken tests at Calgary/YYC as of December 11. About 1.4 per cent were positive with the initial swab. After the second test, the infection rate was 0.7%

AVIATION INDUSTRY WELCOMES EC’S SUSTAINABLE SMART MOBILITY STRATEGY

Source: Passenger Terminal Today – Hazel King

Five leading European aviation associations – Airlines for Europe, ACI Europe, ASD, Civil Air Navigation Services Organization and the European Regions Airline Association – have welcomed the ambition of the European Commission’s Sustainable and Smart Mobility Strategy, published on December 9. This strategy aligns with sustainability goals for a post-crisis future and is the basis for decarbonization proposals that will be unveiled in January. European aviation has committed to reach carbon neutrality by 2050, but the COVID-19 pandemic has been making it much more difficult to follow along the proposed path. These associations have stressed the need to work with policymakers and the commission in order to stay on track despite pandemic obstacles.

In their joint statement, the heads of the associations said, “The aviation industry now looks toward our own ‘great business reset’ as we recover from the disastrous impact of the pandemic. This is an opportunity for sustainable growth and resilience. But the devil is in the detail, and we need all stakeholders – including the Commission – to actively embrace and drive our proposed EU Pact forward.

“Early in the New Year we’ll unveil our own ambitious plan to reach net zero CO₂ emissions by 2050, and we are counting on collaborative discussion with the institutions as we take this decisive plan forward.”

CANADA’S MOST POWERFUL WOMEN IN AVIATION AND AEROSPACE

Source: wings magazine – Wings Staff

Six women from the aviation, aerospace, and defense sectors are among Canada’s Top 100 Most Powerful Women of 2020. These women include Sonya Branco of CAE and Nancy Barber of Bombardier who are recognized for their achievements in the C-Suite Executives category. Commander Kelly Williamson of the Canadian Armed Forces was recognized in the Emerging Leaders category for ages 30 to 45 and Dr. Shawna Pandya, a physician and scientist-astronaut candidate, was recognized in the Science and Technology category.

The Women of Courage category included, in memoriam, both Captain Jenn Casey of the Royal Canadian Air Force and Sub-Lieutenant Abbigail Cowbrough, a Marine Systems Engineering Officer of the Canadian Armed Forces.

List of women in aviation and aerospace who made Canada’s Top 100 Most Powerful Women of 2020:

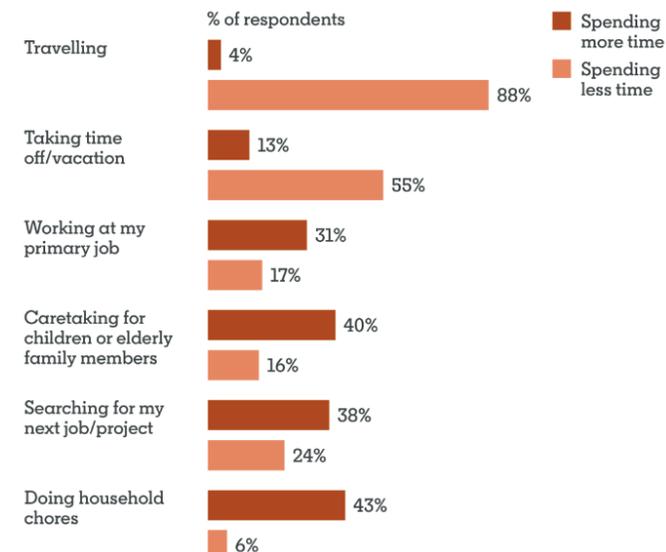
1. Sonya Branco
2. Nancy Barber
3. Kelly Williamson
4. Shawna Pandya
5. Jenn Casey
6. Abbigail Cowbrough

THIS HOLIDAY SEASON: MORE WORK, LESS PLAY

Source: LinkedIn – Riva Gold

More people this holiday season are forgoing their time off and are more stressed about work or finding a job. LinkedIn’s latest Workforce Confidence Index reports some interesting key changes in this year due to COVID-19 compared to previous years based on user surveys.

The first difference that this report states is that a majority of Canadian workers say they are planning to spend less time travelling at the end of the year and more than half say they will take less vacation time, compared to 2019. 31% of those surveyed said that they will spend more time working this year. Caretaker responsibilities also seem to be rising with 83% more people saying that they are planning to spend the same or more time looking after children or elderly family members this year than in 2019.



Here are some more findings stated in the report:

- Some 65% of employees said they’d been somewhat or very stressed about their work
- 78% of job seekers said they’d been somewhat or very stressed about their job hunting efforts
- Women have been found, more than men, to express concerns on the safety over working onsite
- For remote work, men and women had roughly equal levels of concern about slowing down their careers while remote
- Events are on a heavy decline, with 91% planning to spend less time attending end-of-year social events
- 59% plan to spend less time shopping for gifts of non-essential items.

12 WILD THINGS THAT HAPPENED IN AVIATION IN 2020

Source: CNN – Maureen O’Hare

Here is a list of wild things that happened in aviation this year. Click the link to read more details of this list. Happy New Year!

1. A tiny airport in Alaska became the world’s busiest
2. ‘Flights to Nowhere’
3. Naomi Campbell released her elaborate plane safety ritual
4. The world’s longest flight got even longer
5. A 64-year-old man accidentally ejected himself from a fighter jet
6. Passenger planes became cargo planes
7. A plane took off without a pilot in charge
8. A plane took off without jet fuel
9. Berlin’s ‘cursed’ airport is finally open
10. There were lots of funny-looking new planes
11. There were lots of really fast planes
12. Takeoffs were easy, but touchdowns became hard



A WOMAN DIED OF CORONAVIRUS ON A PLANE. HER FELLOW PASSENGERS WERE NEVER NOTIFIED

Source: *Washington Post* – Ian Duncan

When Spirit Airlines learned that a Texas woman died of COVID-19 on one of its flights in July, they thought that they took all of the proper steps of reporting the incident, except for sharing this information to aid in tracking down people who might have been exposed on the flight. The spokesperson of the airline said that it was never asked by health authorities to share this information. State officials in New Mexico, where the woman was pronounced dead, acknowledged they failed to investigate, as did the CDC. Meanwhile, the CDC said it has no records of being contacted by Spirit.

Flight 208 took off at 7:22 p.m. The woman soon started having difficulty breathing, according to the police report and her autopsy. Her asthma inhaler didn't help and she was given oxygen, but she soon fell unconscious. One of the flight attendants began administering CPR, to the extent that she passed out from the exertion. Remarkably, she later tested negative for the coronavirus, according to Spirit. The plane diverted to Albuquerque, landing just over an hour after it had taken off. Emergency crews took the woman from the plane on a gurney and tried to revive her on the boarding bridge but abandoned their efforts after several minutes. The flight attendant who passed out was also given medical treatment. The autopsy report was not completed until Sept. 22, confirming that the woman had died of COVID-19. A representative for the workers says that one out of the four flight attendants on board were never notified of the incident.

The first the public learned of her death was when authorities in Dallas County added it to their tally of coronavirus deaths on Oct. 18. But officials there declined to say which airline she had traveled on and garbled key details, including listing the wrong hometown for the woman and saying she had died in Arizona. Officials offered no explanation for the delay between the time the autopsy report was completed and officials in Dallas County made it public. By the time news outlets had reported the incident, it was far too late to be useful in slowing the potential spread of the virus from the exposed passengers. Even if this is an extreme example, it highlights the gaps in the nation's efforts to protect citizens and improve the safety of air travel.

WHY CONTACTLESS TECHNOLOGY IS KEY TO REBUILDING PASSENGER CONFIDENCE

Source: *Passenger Terminal Today* – Iyad Hindiyyeh

Contactless technology is a growing trend in the airport environment, mostly as a result of the COVID-19 pandemic, to restore a sense of confidence among passengers. Amadeus undertook a survey of 6,000 travellers to find out what would encourage them to travel again.

Here are the results:

- 84% said that technology could play a role in restoring confidence
- 30% confirmed that technology that reduces human contact, queues and physical touchpoints would make them feel 'much more comfortable' when traveling
- More than 25% said they would specifically like to use biometrics when traveling to remove physical checks and reduce queues.
- 38% said boarding using their mobile device would increase their confidence to travel in the next 12 months
- 36% highlighted self-service check-in as an option that would boost their confidence.

Introducing this technology can seem daunting to some airports, but the good news is that airports can purchase technology that can be retrofitted to match new passenger expectations. Some technologies can also be installed on passenger phones for check-in kiosks and auto bag-drop units which could help them navigate through a self-service process that can minimize contact with another person. This helps to reduce the potential transmission of COVID-19 and simplify the airport experience.

Amadeus is working on biometrics technology to help people identify themselves at an airport kiosk. A tokenized model enables the traveler to enroll with his or her biometrics just once, for example at a check-in kiosk or using their own mobile device, where their face can be scanned and captured as a unique 'token'. This biometric token can then be used as the basis for matching against the passenger's face at subsequent identity checkpoints at the airport and beyond. Such a token can be used for a single trip and then discarded, or the passenger can choose to keep it securely on their mobile device for future trips. If this technology is implemented, this means that passengers no longer have to bring a paper passport or boarding pass when dropping a bag, accessing the airport lounge, passing through border control or boarding an aircraft. With this technology, a person's face is matched with their passport, which will automatically come up when the face is scanned. This facial recognition technology doesn't just have to be used at airports, it can be used for car rental services or hotel stays, for example. This technology provides a more efficient way of streamlining the airport/customer service experience.

CAN SHELL HELP PILOT A NEW ERA OF SUSTAINABLE AVIATION?

Source: *Green Biz* – Joel Makower

One of the world's largest oil and gas companies is putting their money on the future of flying being carbon neutral. This may seem surprising to hear as the massive powerhouse, Shell, has been centered around fossil fuel-based energy.

Over the past year, the author has been working with Shell's aviation division to develop a series of video interviews focusing on the future of sustainable aviation. He has spoken with airline consultants, fuel producers, carbon offset experts, industry critics and Shell executives to understand the methods and technologies that could bring aviation to meet the 2015 Paris climate agreement goals and CORSIA standards.

CORSIA helped catalyze a new generation of biofuels and carbon offsets, in which both subjects Shell has been in business with for years, saw an opening to become a sustainable aviation solutions supplier. Shell announced in April their ambition to become a net-zero-emissions energy business by 2050. Part of Shell's plan is to become a leading seller of sustainable aviation for (SAF for short). Although Shell is a willing participant to meet the growing demand of airlines, they are struggling to produce SAFs at a comparable cost to traditional jet fuel. In fact, SAF can cost a whopping five times the amount of traditional fuel, which is why Shell is working hard to figure out more incentives and cost-reducing production methods.

Shell aviation signed a multi-year agreement with World Energy to develop a scalable supply of SAF, and are testing the potential for using 100 percent SAF in future engines. Anna Mascalo, president of global aviation at Shell, says that "collaboration is really going to be key" to developing and fast-tracking net-zero emission flight, which is shown in their continuous partnership with many companies with the same goal.

Because of the trouble producing and selling SAFs these days, Shell is also focusing on carbon offsets for their company while SAFs and technologies are developed. The central focus of Shell's offsets is afforestation, reforestation and various other ways to remove carbon dioxide from the atmosphere using natural processes. David Hone, Shell's chief climate change advisor says that, "we are channeling something like \$300 million of investment into our own forestry projects and turning that into units that we can provide to the aviation industry to offset their emissions."



WHERE THE REVENUE ROADMAP STARTS

Source: Rick McPartlin

This series of posts is for *“Those Having Problems Transferring and Receiving Enough Value”* to Survive and Thrive.

CROs (Chief Revenue Officers) do ONE thing for two groups of people. *CROs SOLVE PROBLEMS*. For Sellers, they SOLVE for current and future Buyers needing additional monetized value from the Seller. When the buyers receive enough value, the buyer is willing to pay a fee that makes both organizations thrive.

The SECOND group CROs Solve Problems for is their own company. Most organizations are trying to sell offers made up of products, services, or a combination. These organizations are operated by competing for internal silos whose independent siloed approaches create chaos, eat cash, and inhibit buyer engagement. The problem the CRO solves for their own company is *how to create an aligned, purpose-driven Revenue Strategy, that transfers buyer value through a people-first culture.*

This series of Problem Posts are dedicated to SOLVING specific value transfer problems for these two groups. Please join this problem-solving journey by following these posts and then making the commitment to bring CRO Thinking to your part of the business world.

Join us for the next post in the Problem series of Revenue Science™

Now’s the time to do the research, planning, and setting a strategy in place so you and your business will be prepared to execute as we emerge from this pandemic.

WHY AVCON.WW?

Our amazing **WIZARDS OF WHY** Consultants and Project Managers achieve culturally transformative results through our Revenue Science driven process, as we integrate your Standard Operating Practices with your core values, forming an unbreakable bond throughout every division of your company.

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