



**30<sup>th</sup>**

Strategic Leadership Conference  
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# Influencing Your Publics

***Kip Blakely***, Vice President, MRO Sales Industry and Government Relations, TIMCO Aviation Services, Inc.

***Raymond Thompson***, Associate Dean, College of Aviation, Western Michigan University

***Christian A. Klein***, Executive Vice President, ARSA

## PR & Workforce Panel Overview

- Quick MRO PR review (what is PR and why does it matter to your company and ARSA)
- Update on recent ARSA PR initiatives (including Leading Edge video)
- Quantify workforce challenges facing MRO
- Ray Thompson/Western Michigan University: The schools' perspective on industry workforce
- Kip Blakely/TIMCO: Developing your own workforce
- Roundtable discussion: What works when it comes to workforce

# Public Relations 101

- Public relations is the
  - management
  - of communications
  - between your organization
  - and the publics
  - whose behavior affects
  - your success

# Key Publics for Your Company

| Public                             | Behavioral Objective(s)  |
|------------------------------------|--|
| Customers                          | Use your company's services  |
| Current workers                    | Serve your customers well, stay with your company                  |
| Potential workers                  | Join your company instead of the competition                       |
| Federal regulators                 | Provide fair, consistent oversight; develop good regulatory policy |
| Federal lawmakers                  | Develop good aviation policy; effective oversight of FAA           |
| Local officials                    | Maintain a good local business climate for your company            |
| Other MRO companies                | Partner with you so you can all be more successful                 |
| Trade associations<br>(e.g., ARSA) | Achieve outcomes that will help your business be successful        |
| Travelers                          | Fly with your customers  |

# Key Publics for ARSA

| Public                          | Behavioral Objective(s)  |
|---------------------------------|--|
| Members                         | Remain a member; use ARSA products and services; participate; get engaged in our advocacy for the industry |
| Non-Members                     | Join ARSA; use ARSA products & services; get engaged   |
| Federal regulators              | Provide fair, consistent oversight; develop good regulatory policy   |
| Federal lawmakers               | Develop good aviation policy; effective oversight of FAA   |
| Local officials                 | Maintain a good local business climate for our members   |
| Other associations              | Partner with us to achieve mutually beneficial outcomes  |
| Airlines                        | Use contract maintenance   |
| Travelers                       | Fly with airlines that use contract maintenance  |
| Current and potential workforce | Work in, stay in the MRO industry  |

# ARSA PR Program

- Undertaken to confront strategic threats to MRO:
  - Risk of bad laws, regulations, business decisions based on negative messaging about “outsourcing” (jobs, safety)
  - Inadequate skilled workforce base
- Evolved from “Positive Publicity Campaign” and has now been integrated in ARSA annual budget
- Key elements:
  - Public opinion and economic research to improve messaging
  - Consistent media relations and outreach
  - Identifying best communication channels to reach MRO industry leaders and other publics
  - Staff and member media training
  - New tools to support engagement (AvMRO.arsa.org, Leading Edge video)

## AvMRO.arsa.org

- Objective: create best online source of info about aviation maintenance for media, lawmakers, workers, etc.
- Clean, simple, attractive site with four pages:
  - Industry overview
  - Economic impact
  - Regulatory oversight
  - Career info
- Give it a look and suggest resources to add



# Leading Edge Video Project

- Approached by Leading Edge series producers in late 2014 (based on higher public profile)
- Leading Edge series runs on public television in U.S. – hosted by Jimmy Johnson (former high profile football coach and sports commentator)
- ARSA inks partnership agreement with Leading Edge to produce documentary and ARSA collateral pieces
- Project sponsored by TIMCO, Coopesa, Lufthansa Technik, Heico
- Filming in late June at AAR, Heico, Aircraft Electric Motors facilities in Miami
- Interviews with industry execs, workers, and “luminaries”

## Leading Edge Video Project

- Project objectives:
  - Raise MRO get key messages to important publics (educated voters, travelers, lawmakers, workforce, etc.)
  - Create tool ARSA members could use for their own outreach (esp. workforce)
  - Create tool for ARSA to use to promote industry and support member development

# Leading Edge Video Project

- Key messages:
  - Contract maintenance is long-established and integral part of aviation industry
  - Partnerships between industry and regulators ensure high level of safety
  - Industry makes important economic contributions to the local and global economies
  - MRO is a great industry to work in (exciting, growth opportunities)
  - ARSA is an effective voice for the aviation maintenance industry

# Leading Edge Video Project

- Next steps:
  - Distribution to TV stations
  - Post on [AvMRO.arsa.org](http://AvMRO.arsa.org) website
  - Capitol Hill rollout
  - Promote to members (e.g., company watch parties, job fair, show to company visitors)
  - Integrate into ARSA outreach (e.g., local group presentations)

# ARSA Survey Results Quantify Workforce Challenges

- 64 percent expected markets and profitability to increase in 2014
- 61 percent planned to add workers in 2014 (only three percent predicted decline in workforce)
- 34 percent have seen increases in certificate workers as percent of overall company workforce in past two years (only seven percent saw decrease)
- 86 percent had difficulty finding skilled technical workers over past two years
- Only 35 percent of newly-certificated (i.e. recent part 147 school graduates) job applicants meet technical ability hiring requirements

# It's a Small World After All: Doing Business in International Aviation Markets

*Frédéric Malaud, Air Transport Development Manager,  
ICAO*

*David Marcontell, President & Chief Operating Officer,  
TeamSAI*

*Andrew Matters, Senior Economist, IATA*

*Daniel B. Fisher, Vice President of Legislative Affairs,  
ARSA*