

President's Message

As noted in my last President's Message, AAHS was invited to be analyzed by an MBA student team from the University of Redlands to improve our success as an organization going forward. The review is complete, and the Board was encouraged by the study's affirmation of many of the actions we have already begun to improve our operations.

We also heard from members as well, who offered their opinions as to what AAHS should continue to do or not do. We heard very clearly that we should continue the Journal publication, and continue its publication in print. Many publishing organizations, especially small ones, are moving to an online-only version of their publication to save costs and reach younger members. AAHS has reviewed the pros and cons of an online-only version of the Journal and we agree with our membership that a printed Journal is what AAHS is known for, and we would lose much of our identity, and our membership, if we took an online-only route. We have instead moved to find other revenue sources besides membership dues to ensure we can always publish a hardcopy Journal.

One recommendation by the MBA team was to increase our digital presence on popular media channels such as Facebook, YouTube and Instagram. You would think, in an organization that primarily gathers and catalogs visual images, this would be a no-brainer! However, the skill set and time needed to implement this new outlet for AAHS images is something we have yet to successfully acquire. We are considering funding a professional organization to get us kick-started into this new venue, and would be happy to hear from members or supporters that would be interested in getting us going. The MBA team also urged AAHS to continue or even accelerate the process of digitizing our photo archive, so that it could be distributed to a wider audience and thus gain more visibility for AAHS as an organization.

Another MBA team recommendation that AAHS has long considered but not found an effective method to implement, is AAHS' participation in more aviation events such as airshows and AAHS-sponsored aviation gatherings. While our annual meeting is a start (see our notice for the upcoming 2020 Annual Meeting, next year in April, San Carlos Airport in this issue), AAHS needs to keep up a presence in several places and venues, allowing members to meet and share interests, and gain new members.

We have considered reaching out to our members in different geographic areas in support of local aviation events. Having AAHS members who live in the Reno, Nev., area, for example to help staff an AAHS booth at the Reno Air Races. This idea is workable, especially since AAHS members would likely already be attending the event. We are creating a media package that can be mailed/delivered to AAHS members who would volunteer to staff an AAHS information booth. Give us a ring if this would be of interest to you.

We hope we can use these recommendations to propel us to more constructive actions and an improving organization. We always need folks with a few spare hours for both online and in-person support. Call us, we'd love to talk about how you can help!

Jerri Bergen
AAHS President