

Chief Executive Officer's Message

Among the several challenges facing AAHS is the future focus of our organization. There is so very much we want to preserve and promote, while we have only the resources to do a percentage of what needs doing. What of our aviation material represents the core of AAHS' mission? Our Journal articles and photos have been the priority for our publishing efforts, and they will continue to be so, and in addition, AAHS will spend more resources to take our considerable aviation history content to new audiences, via social media platforms.

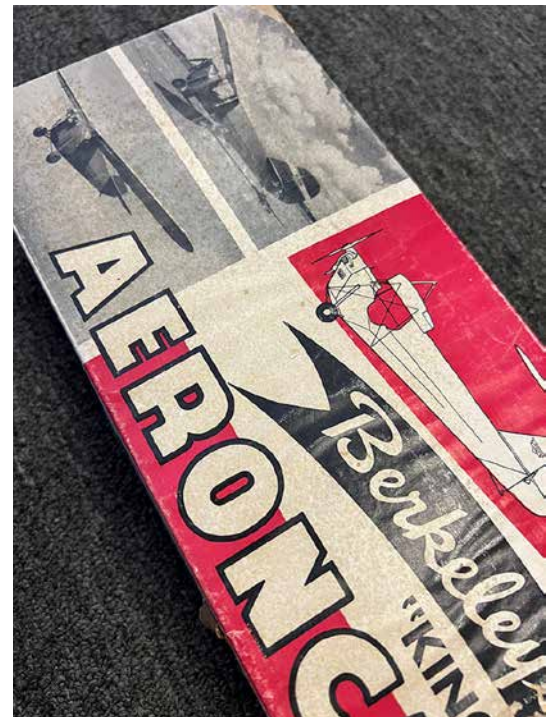
This effort will include a more cohesive branding of the AAHS label and logo, where you'll see AAHS posts on specialty Facebook pages focusing on specific segments of aviation history or vintage aircraft events, places and personalities. We'll work to sell donated duplicate aviation items on a dedicated AAHS website, many of which may only be available through AAHS. We'll rebrand our website, Facebook and Instagram pages to work together, to reach more of today's browsing audience. We're also looking to transition our online Flightline material into a blog format, synchronized with our website, where new content will be delivered electronically to readers weekly or bi-monthly, instead of just quarterly, and will always be available on the website.

Gads, you're saying to yourself, how will we navigate in this new (to AAHS) airspace? We have the tremendous good fortune to pull on the expertise of our new AAHS President, Tyson Smith, who has years of experience in the development of online branding for products and services. One idea that we're excited to explore, with Tyson's help is to have AAHS participate at more 'pop-up' vintage venues, where we can offer excess vintage aviation items to sell, in support of our overall mission and meet new potential members and contributors. Southern California is a 'target rich' environment for just such markets where thousands go monthly to find unique and unusual vintage finds to add to their collections. Through such venues we can increase both our visibility and our revenues. In fact, we are already signed up for tables at the Orange County IPMS Modeling show in early October, where we've sponsored the trophies for best Aircraft Models.

We're also back on track to hold AAHS events, huzzah! Its' been too long since we've had the chance to connect at an interesting aviation venue, make new friends, and learn 'new' aviation history. Some ideas that we're fleshing out now for some time next year include a visit to Phil and Barbara Schultz' private airstrip in Silver Buttes, Calif., (near Palmdale) and see their 3-hangar aviation collection (and a security-cleared visit to the Edwards Air Force Base Flight Test museum), and/or a visit to the new Marines Leatherneck Aviation Museum, now being relocated from within the Miramar Marine Base to a public space at Great Park, in Orange County, California. Both of these will be scheduled for either early in 2025, or later in October, next year. Stay tuned for more details.

It looks to be a busy few months ahead; AAHS can ALWAYS use your input, your proofreading time, aircraft identification skills, your donations or just a call to let us know what you think. We'd look forward to hearing from you!

Jerri Bergen
AAHS CEO



One of several Berkley's balsa model kits of an Aeronca C-3, donated by AAHS member Fritzie Culick, that will be sold at an upcoming AAHS event.