

Editor's Note

Workplace Balance

It should come as no surprise that the air cargo industry continues to be a male dominated profession, particularly in the mid-to-upper management ranks. Less than 10 percent of top managers in our business are women, according to one cargo related association.

I can hear the howls of protests now from some men in the industry, who might list the standouts as a counter to my contention. They might say: What about Betty Ward, the head of Pacific Air Cargo, which recently acquired the ground services unit of Aloha Airlines? And then there is Kathy Langham, president of Indianapolis-based Langham Logistics, and former chairman of the Airforwarders Association. And don't forget Laura Sanders, vice president of operations for Lynden Air Cargo, who sits on several corporate boards. One admirer tells the story of Sanders holding her own during a five-hour discussion sometime ago with Fidel Castro.



But other industry experts argue that these women are the exception, not the rule. More needs to be done to attract, retain and develop women managers in the air cargo industry.

Big Brown concurs. UPS launched an innovative career development program in 2006 that was aimed at retaining and advancing female managers globally. A lot of UPS women employees were leaving UPS because they felt detached from the company that did not fully recognize the work-life issue and changing dynamics of workforce. The Women's Leadership Development initiative is a multi-faceted program that enhances female talent

through mentoring, education, networking and community-based involvement.

The pilot program was initiated in 19 districts in the U.S. and now serves UPS stations worldwide. Since its inception through 2007, UPS found a 25 percent reduction in attrition of women employees. It has also seen an 8 percent increase year-over-year in the promotion of women, which amounts to 20 percent of the promotions company wide.

Air cargo related groups are also getting involved in the issue of gender disparity in management. As part of AirCargo 2009 next March, the Airforwarders Association, The Air and Expedited Motor Carriers Association and the Express Logistics Association will for the first time host a "Women in Air Cargo" luncheon, at which Colleen Barrett, the president emeritus of Southwest Airlines has been invited to speak. No doubt Ms. Barrett will underscore the need for more women managers in the industry.

I'd like to end this column on personal note. This is my final editorial for *Air Cargo World*. After nearly two years as managing editor, I've decided to change course. But during my tenure, I've learned a lot about the complexity of this multi-part, multibillion industry from you, the reader as well as from Publisher Steve Prince. It's been enlightening and very challenging experience for someone who comes from the passenger side of the business. Quite a ride. Thank you for reading.

Robert W. Moorman

Air Cargo World

International Trends & Analysis

Editor

Paul Page • PPage@aircargoworld.com

Managing Editor

Robert Moorman • rmoorman@aircargoworld.com

Contributing Editors

Roger Turney, Ian Putzger
Mike Seemuth

Art & Production Director

Jay Sevidal • jsevidal@aircargoworld.com

Editorial Offices

1270 National Press Bldg., Washington, DC 20045
(202) 355-1170 • Fax: (202) 355-1171

Publisher

Steve Prince • (770) 642-9170 • sprince@aircargoworld.com

Advertising/Business Office

1080 Holcomb Bridge Rd. • Roswell Summit
Building 200, Suite 255 • Roswell, GA 30076
(770) 642-9170 • Fax: (770) 642-9982

Assistant to Publisher

Susan Addy • saddy@aircargoworld.com

Advertising

Associate Publisher/Eastern U.S.

Pam Laty • platy@aircargoworld.com
(678) 775-3565

Senior Account Executive, Western U.S.

Tony Stein • tstein@aircargoworld.com
(678) 775-3568

Canadian Sales Manager

Paul Schnabel • pschnabel@dicomintl.com
(800) 613-5205 / (416) 365-7602

International Sales Offices

See page 42

Classified Advertising and Reprints

Laura Rickman • lrickman@aircargoworld.com
(770) 642-8036

Display Advertising Traffic Coordinator

Tracey Fiuza • tfiuza@joc.com
(973) 848-7106

Electronic Rights and Syndication

Barbara Ross • bross@joc.com
(973) 848-7186

CUSTOMER SERVICE OR TO SUBSCRIBE: (888) 215-6084



Commonwealth Business Media

United Business Media
400 Windsor Corporate Park
50 Millstone Rd., Suite 200
East Windsor, NJ 08520-1415
(609) 371-7700 • (800) 221-5488

President and CEO Alan Glass

Senior Vice President, CFO Dana Price

Vice President, Magazine Group Liam Power

Vice President, Directory Databases Amy Middlebrook

Vice President,
Production & Manufacturing Meg Palladino

Director of Circulation John Wengler

President, OAG Aviation Steven G. Casley
& Cargo Solutions

POSTMASTER: Send address change to: Air Cargo World,
Subscription Services Department, PO Box 5051, Brentwood TN
37024 — All Rights Reserved

For more information visit our website at
www.aircargoworld.com