
PRESIDENT'S SPEECH

Dear reader,

On June 16th next, Aerius celebrates its 10th Dies Natalis. With this memorable day in prospect, I realize that over the years, Aerius has transformed from a group of academic aviation enthusiasts intermediating in internships as well as offering a broad range of other activities like excursions, international study trips, symposia, lectures and the publication of Aerlines Magazine to an association much more focusing on a few core activities: organizing seminars and symposia and developing e-activities, including maintaining two websites, executing e-mail marketing campaigns and publishing Aerlines Magazine electronically.



I think this process is not the outcome of smart marketing planning or so, but much more the result of 'the way things go' or in popular management jargon: incremental management. Apart from some other developments in the external environment of the association, Aerius is continually confronted with a lack of manpower and money, which makes it simply impossible to run a 'full service' association as Aerius was once founded.

The current board believes it is much more rewarding for the association to focus its resources on a small number of activities and to do this as best as possible rather than to 'fake' a full service association for which the necessary resources are lacking. Much positive responses from members and relatives worldwide, however, underline our opinion that the reason why Aerius was founded ten years ago is still current. Connecting students of aviation and aviation professionals is still appreciated!

Continuous improvement of our e-activities seems like crucial in the development of Aerius the years to come. Our websites enable us to get in touch with our members and relatives worldwide, to interact with each other and to collect and disseminate aviation business information, opinions and experiences through Aerlines Magazine and our new Forum. The Internet provides us with the opportunity to execute our activities better, faster, cheaper, more convenient and with more impact for a larger target audience than was possible ten years ago. I invite you to give your own opinion on 'the future of Aerius' on www.aerlines.nl/forum.

To really benefit of all (e-)opportunities, Aerius is as ever looking for volunteers who are willing and able to play an active role within the association by maintaining one of our websites, editing Aerlines Magazine, organizing aviation seminars or symposia or even becoming a Board member. Please consider a voluntary role; your effort can really make the difference!

I am looking forward to meeting you at one of our activities this Spring or see you online!

Best regards,

A handwritten signature in blue ink, which appears to be 'W. J. Zondag'.

Willem-Jan Zondag
President Aerius Board 2003-2004