

AOPA announced several organizational changes today that will help us achieve an important goal: Reposition AOPA for growth that is consistent with our brand, and in the process set the stage for success in 2014 and begin preparing AOPA for the next 75 years.

We are focusing on creating member value in everything that we do. The changes announced today will also ensure that AOPA has a sustainable business model that brings expenses in line with revenue.

These changes are in line with our recent announcement to cancel AOPA Aviation Summit for the foreseeable future and instead, focus on grassroots events and reaching out to our members in real and tangible ways.

This was the first step to ensuring that AOPA will be really listening to our members and using their feedback to align our resources to accomplish member's needs. The regional fly-ins, the Frederick fly-in and our participation in more grassroots events will draw attention to AOPA's mission, renew our member's passion, celebrate our past successes, and frame a new emphasis for the future.

In consideration of the affected individual's privacy, I will not provide names and titles, but I will tell you that 12 employees were released. The staffing reduction decisions were made for one of two reasons: redundancy in the position or department restructuring.

Areas where we made changes include government affairs, which is being restructured to more closely align and integrate AOPA's legislative activities with its work in the regulatory arena. We will better integrate our regulatory and legislative efforts and deploy our resources in a more flexible manner. This will give our lead subject matter experts the best opportunity to present AOPA's position to key decision makers.

We also had changes in the area of AOPA's efforts to grow the pilot community. This continues to be a major priority; however, we will focus more on collaborating with other associations and industry advocates in order to achieve greater results and effect change in more meaningful ways. For example, AOPA aims to work much closer with EAA on youth programs.

AOPA will continue to lead efforts to promote and grow flying clubs. We will also continue to support flight training initiatives and bring lapsed pilots back to active flying status.

AOPA feels we can be most effective in the area of growing the pilot population with a budget and infrastructure that maximizes development of very focused and tangible resources that assist clubs and flight training providers. AOPA still has staff members dedicated to flying clubs, flight training and lapsed pilot initiatives.

The other reductions occurred in areas where one or two employees were affected.