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The Editor's Forum

Bill Kohlruss

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The Editor's Forum

As we close another publishing year of the JAAER, I sit and reflect on the passing year of our aviation and aerospace industry. In what first appeared to me to be a relatively uneventful year, I then remembered some of the spectacular events that have taken place.

A little one man Starship took a person to outer space and back in a flash. The biggest commercial passenger transport airplane flew. And a little rover or two is tracking around the surface of Mars as I write. In communication with the general public, I do not get a sense of respect for the magnitude of these events. It is like we have taken for granted these technological advances as everyday occurrences.

Another issue that I feel has been taken for granted is the efforts and sacrifices that have been made by our people in uniform, past and present. As I currently face the mortality of my father (a World War Two veteran), I can only imagine all the countrymen whose service have contributed so much to our society and is now taken for granted. Nothing in the history of aviation has advanced our industry as much as the conflict of war. And it was the people whom were involved in the life or death struggle that motivated the technological advances that we enjoy today.

The first forum article is a short story of the sudden recognition of the sacrifices made by the few that today helps so many. Even though the article is not directly aimed at the aviation education world, I was touched by its meaning. We have so many to thank for what we have and too few around to thank anymore.

The second forum is a more traditional aviation paper from a graduate student. The purpose of the paper is to examine the history of yield management in the airline industry and to exemplify its utilization and importance as the most influential practice developed and implemented in the post-deregulation era of the airline industry. It is the practice that keeps our air carriers financially viable, at least for the immediate future.

I hope you will enjoy the reading of the forum articles as well as our traditional refereed manuscripts. Until next Fall's edition.

Bill Kohlruss
Editor

