

## Rallying to Build A Brighter Future



These are exciting times. For months our nation has been awash in gloom. Every business sector and population segment seems affected by this bleak economy. Good news does not appear to be forthcoming—except here. Frequent readers of this column know that pessimism is never part of our editorial mix. *SkyWest Magazine* remains true to its mission to tell good news about the great people and places that are served by this regional airline. So it will come as no surprise that our staff chooses to confront dominant adversity with a massive dose of cheer.

We are an incorrigible bunch of optimists; veritable Pollyanna's clinging idealistically to feel-good clichés. We know there's an element of truth in them all. So we continue to look for silver linings, wait for the clouds to roll by, and doggedly keep to the sunny side of the street. These strategies are more than feel-good delusions. They are an effective means of jumpstarting the future.

Despite all the problems, Americans can revel in the wealth of opportunity that forms the foundation of our shared heritage. This is still an up-by-the-boostraps kind of country. From every corner of the nation, people are rallying to build a brighter tomorrow. Communities served by this airline are producing breakthroughs in education, health care, science, technology and entrepreneurship. We want to tell the stories of the people and organizations behind these innovations, and we need your help. Beginning with our May edition, *SkyWest Magazine*

will expand its focus. In addition to sharing news about great travel destinations and recreational opportunities, we'll also be devoting more room to enterprise. It's a logical topic for an inflight publication. We know that air travel remains the safest, fastest means of getting you where you want to go. Together, with technology, it is a great liberator. Now, more than any time in history people can live where they like, work where they want and court a global marketplace. Many of the two-million passengers flying across America's skies every day are business travelers. They form an intriguing and knowledgeable community, and we want to share their insight, ideas and accomplishments—especially if they hail from a city served by SkyWest Airlines.

In addition to this editorial emphasis, our advertising pages will feature more special sections devoted to education, health care, technology and other targeted endeavors. There will be special opportunities, offers and discounts aimed at making it easier—and more economical—than ever to attract the attention of our smart, savvy readers—people ready to make the most of every advantage. People like you.

To share your story or learn more about advertising possibilities, simply send an email to [info@skywestmagazine.com](mailto:info@skywestmagazine.com). Together, we can draw strength from every positive attribute we possess and make a difference that benefits us all.

Happy Skies!

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