



For Immediate Release
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GAAC Appoints Director of Communications

September 20 – Washington DC – The General Aviation Airports Coalition (GAAC), the only airport association focused on general aviation airports all the time today announced the appointment of Robert Mark as the group’s Communications Director. Mark is CEO of Evanston Illinois-based CommAvia, providers of “leading edge media solutions to the aviation industry.” Mark, an adjunct faculty member at Northwestern University’s Medill School of Journalism also publishes the award-winning industry blog “Jetwhine.com”.

In this new association role, Mark will develop GAAC’s media positions on legislation and other events critical to the success of the general aviation airports vital to the success of the National Airspace System (NAS). He will also direct a committee of airport managers eager to learn how to regularly interact more effectively with local media inquiries about airport issues.

Speaking for the association, GAAC Executive Board member and Concord Regional Airport Manager Dick Lewis said, “I’m really pleased that a communicator of Rob Mark’s caliber has taken on the role of helping us with the huge challenges we face communicating the important messages about GA airport roles in the nation to our members, the media and to legislators. The fact that his company is already well versed in the use of social media should add the extra momentum we need as we decide which communications tool to use for which message.” Concord Regional Airport is among many organizations that are already learning the value of engaging with constituents using social media.

Robert Mark also brings communications skills and knowledge gained from a decade working for FAA. Mark is an ATP-rated pilot who has flown for the airlines, business aviation and still as an FAA certified flight instructor.

The General Aviation Airport Coalition preserves and promotes general aviation airports across the United States, with a unifying voice to support appropriate legislation and policies. GAAC also helps airports clearly communicate their economic value to all constituents, and provides a forum for GA airport stakeholders to share best practices and materials to help in the day-to-day operations and management of GA airports. For more information, visit gaairportcoalition.org.

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