

QualaTech Aero Consulting Ltd. - a sincere *pro bono* assistance offer.



I think we can all agree the world is in a state of crisis, perhaps on a scale never equalled and unless smart robust decisions are made and subsequently enacted with resolve and urgency - without personal agenda – the situation could get a whole lot worse very fast! Aside from the physical / mental health issues associated with COVID 19, an equally grave concern for many is the financial consequence and how life and business will survive the calamity.

I believe the economic turmoil is everything as great and as important to combat as is the actual virus itself. The burden of financial ruin will not only destroy livelihoods, wreck families, increase world tensions and escalate abuse but it will also undeniably cost many more lives in the process!

Whether or not governments are providing sufficient or effective mitigation / corrective action strategies is not part of this dialogue and is something only the future will be able to judge. However, in my opinion what is not debatable is the 'power of the individual' to make a difference. I believe by taking proactive ownership of the current situation, as best a person or Organisation is able, collectively, we can influence and augment the financial recovery process.

I know the greater majority of all my Aviation Clients have been seriously affected and are still grappling with the damage; the future for many looks practically grim and uncertain, one consequence being, QualaTech Aero Consulting Ltd. has recently had the occasion to provide '*pro bono*' Consulting Services to specific Clients in distress. Not their fault but it did get me thinking about what I could do as a small business owner to help, which resulted in the 'power of the individual' philosophy noted above.

I realise this strategy is miniscule in comparison to what has to be achieved, and that QualaTech cannot resolve the problem alone; nevertheless, there is 'much in little' (*multum in parvo*) and perhaps if others are also able to do something similar to help 'bridge the gap', collectively, it will make a difference, no matter how small.

The following is my attempt to do something to help; I just can't sit on the shore and watch people drown expecting others to jump to the rescue. And yes, I know this is naïve and perhaps even ill-conceived, but that is my concern alone. Therefore, in the event you are in need of critical *pro bono* 'Aviation Consulting assistance' as a result of the COVID 19 crises and it is within QualaTech's Scope of Work, resources and ability to achieve (www.qualatech.ca), I would be delighted to hear from you. QualaTech's offer is without obligation or commitment in anyway; should however, you feel compelled

to provide something in return, please consider a 'foodbank' donation or simply 'play it forward'; maybe a Client of yours needs additional time to settle an invoice!

In all sincerity, I have no idea where this may lead or for how long I will be able to maintain the initiative. If the truth be known, I haven't really thought this through long-term as the resources I have at my disposal are limited to time and personal commitment. Nevertheless, as Winston Churchill once said,

"There is not time for ease and comfort. It is time to dare and endure."

If this QualaTech initiative is something you honestly believe would make a difference, please send an email k.green@qualatech.ca; at very least I can review the situation / urgency to see if QualaTech is able to help.

Please feel free to share, like, connect and/or comment. Thank you, godspeed and 'stay safe'.

Naturally conditions, limitations and constraints apply. QualaTech reserves the right of refusal.

Keith Green – President, QualaTech Aero Consulting Ltd.