

DALLAS! 2015 CONFERENCE DETAILS INSIDE

# Aviation *for* Women<sup>®</sup>

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## WOMEN IN THE CAP

SEVEN  
DECADES OF  
SERVICE

## OWNING IT

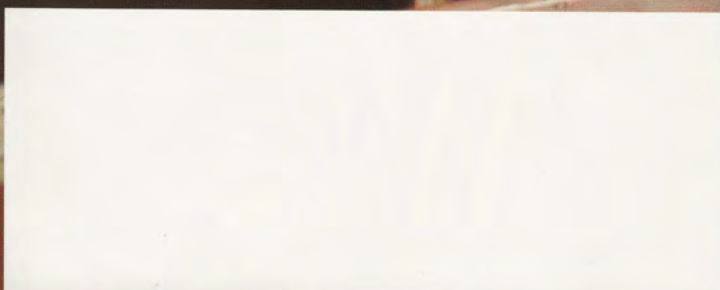
*René Banglesdorf's life on the  
business side of personal aviation*



## TENACIOUS DETERMINATION

LIFE AS AN AIR CARGO BROKER

PUBLICATIONS AGREEMENT NO. 40042433



*Empowering women to  
take risks in order to fly—  
professionally and literally*



Stand Up and



# Own It



*Charlie Bravo*  
AVIATION

If you would have told René Banglesdorf, WAI 44970, 15 years ago that one day she would run a private aviation company, she might not have believed you. Not because she couldn't handle the responsibility, but because at that time, business aviation was a relatively unknown field to her.

Nevertheless, today René is co-founder and CEO of Charlie Bravo Aviation, a Georgetown, Texas-based international private jet sales and acquisition company. According to its website, in 2009, CBA became the first broker and dealer of aircraft to hold a woman-owned business certification. René is one of just a handful of women who hold high-level aviation positions in North America and Europe.

"I think **by Sienna Kossman** it's really important that women take professional risks," René said. "We tend to shy away from things we don't think we're good at, but you never know when you'll find a new skill or passion by taking a chance or an additional responsibility."

In René's case, that new passion quickly became—and continues to be—aviation.

#### **An unexpected opportunity**

René spent her teens and early 20s in Ohio and graduated from Ohio University with a journalism degree in 1991. After graduation she spent two years writing for a telecom billing magazine before moving into the marketing field where she developed a strong interest in business-to-business partnerships.

While René delved into marketing communications, her husband Curt sold advertising for aviation companies,



**Despite all of the travel that comes with the job of being CEO, René says it's the day-to-day work that has taught her the most.**

which was the closest she had been to the business side of aviation at that point.

Then, both looking for further professional growth the Banglesdorfs took a leap and founded Charlie Bravo Aviation in 2008. Today, six years later, Charlie Bravo Aviation has closed deals in more than 30 countries, many of which have been multimillion-dollar contracts, and has expanded beyond private jet sales to include turboprop and turbo-rotorcraft sales and research divisions.

Having no prior aviation experience, René's position as CBA's CEO with Curt working alongside her as president has been an adventure, but in the best possible way.

"I find it challenging and rewarding, although I have to confess that it terrified me at first," she said. "But I love it. I love this industry and I love being a CEO."

#### **A day in the life**

Charlie Bravo Aviation's international presence means lots of travel, conferences, and trade show trips for its CEO. However, outside of the glamorous perks and opportunities, it's the day-to-day work that has taught René the most as a communication and aviation expert.

"Many of our deals involve people who are accustomed to getting their own way—and when we have two or many of those personalities in



Charlie Bravo Aviation

[www.WePushTin.com](http://www.WePushTin.com)



Founded in 2008 by

René and Curt Banglesdorf

**Location:** Georgetown, Texas—

Georgetown Municipal

Airport (KGTU)

**Business services offered:**

Market research, aircraft sales,  
and aircraft acquisition

**Aircraft sold:**

Jet, turboprop, and  
turbine rotorcraft

**Fun Fact:** Charlie Bravo Aviation's

logo, dubbed "Charlie Girl,"

was designed in the spirit of

World War II fighter plane nose art.

She stands for the value and

integrity of that era and

represents the female-owned

quality of CBA—complete with

René's red hair.

various time zones with cultural differences and diverse business practices involved in a multimillion-dollar deal there is a lot of hard work, a ton of frustration, and a good amount of prayer that goes into every closed transaction," she said.

An average workday for René starts with administrative tasks such as checking contracts, accounting files, and answering e-mails. Once those tasks are complete she can move on to her favorite part of the job: helping others expand their horizons through aviation.

"I'm really passionate about the business side of private aviation," she explained. "I love helping others achieve their hopes, dreams, and company goals by successfully connecting them with our services."

The research and communication skills René developed early on as a journalist have played a key role in further expanding CBA's worldwide clientele base.

"For example, one time I was traveling and looking through a magazine when I saw the name of a company I didn't recognize," she explained. "So



**René and her husband Curt founded Charlie Bravo Aviation in 2008, taking a professional leap for both of them. Earlier this year their son Jake joined the company as well.**

I did some research and found that they had a goal to rapidly expand their airplane fleet over the coming years. I reached out and asked, 'What can I do to help you get you to where you want to be?' And that was the start of a successful partnership."

When asked what her favorite experience has been since CBA's founding, René has a hard time picking just one, but the first time she sold an airplane by herself remains a memorable one.

"The deal was between an 80-year-old billionaire and a young Ecuadorian with a huge legal team that had many stipulations," she recounted. "The 80-year-old wanted a simple,

seven-line contract and I had to find a way to get the two to meet in the middle. It took a lot of patience, tenacity, and confidence, but I was able to find a balance and bring them together, which was so cool."

Since then René has sold many other airplanes and now serves as a spokesperson for business aviation and women in aviation around the world.

#### **More than a top executive**

CEO duties aside, René is a dedicated volunteer and mother of two.

"I love my career, but it's been really impor-



*Charlie Bravo*  
AVIATION

“Too bad there are only 24 hours in a day,” she said with a smile.

#### **Empowering women**

René understands that it seems hard for women to break into a field that has been male-dominated for so long, but says that should never be a barrier to success.

“There is a lot we can bring to the table than many men can’t, so be authentic. Don’t fight being a woman,” she said.

René describes her welcome to the professional realm of aviation positively and her experiences since the launch of CBA have inspired her to help open doors for other women, especially youth, through organizations like Women in Aviation, International, and the Phoenix Arising Aviation Academy, a group that emphasizes STEM learning through aviation.

“It is an amazing industry, one of the best that I’ve known, and it is really friendly to women, even though there aren’t very many of us,” she said. “I think we all need to be vigilant in recruiting more women—whether they are already established in their careers or still in middle school.”

René’s biggest piece of advice for women entering or trying to move up in the aviation workforce? Even if you don’t feel like you can do it, do it anyway. Don’t talk yourself out of following your passion.

“Fake it ’til you make it,” she said. “Men tend to have more outward confidence and women will sit back and question their own abilities more. Don’t do it, ladies. Stand up and own it!” →

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*Sienna Kossman, WAI 58334, is a recent graduate from the University of Wisconsin Oshkosh, currently pursuing a career as a financial and aviation journalist in Austin, Texas.*

tant to me to be involved in my kids’ lives,” she said. “I did the PTA thing and I’ve been that football and volleyball mom.”

René has passed her enthusiasm for aviation down to both of her children—daughter Brooke and son Jake. Since CBA’s founding both children have worked with their parents part time, and recently Jake joined the CBA staff full time working on Bombardier research and analysis after graduating from Texas Christian University.

In her remaining spare time, René volunteers for several groups like the Women Presidents Organization, International Aviation Women’s Association, the National Business Aviation Association, the National Air Transportation Association President’s Council, and the Sky Hope Network.

Last but not least, René is also working on getting her private pilot certificate. She’s logged a few ground school lessons and one flight that she describes as “incredible,” but for now work, family, and volunteering are keeping her pretty busy.