

FEBRUARY / MARCH 2021 ISSUE NO. 19  
**CONTRIBUTORS**



**Jennifer Ferrero**, APR, DTM has been writing for the northwest aerospace manufacturing industry for over 10 years. She is a long-time communications and public relations consultant and freelance writer and operates Ferrero Agency among other business development and consulting roles.



**Staci Nelson** is the executive coordinator for the Inland Northwest Aerospace Consortium. She has more than 20 years of experience in leading volunteer-driven organizations and trade associations in their efforts to fulfill their missions and serve their constituencies. She is based in Spokane but supports aerospace manufacturers all along the Northwest's I-90 Corridor.



**Erin Herringshaw** is the Director of Strategic Engagement and works to connect members of the aerospace, and advance manufacturing ecosystem. At AFANWSSC, her primary role is educating and involving this community of the legislative advocacy that AFA provides.



**Dean Cameron** Publisher | Top Drawer Media CEO, Award Winning Entrepreneur, 27-year Aerospace Professional.



**Michael Lombardi** started at Boeing in 1979 and has been the Senior Corporate Historian for the Boeing Company since 1994. He is also the corporate historian for North American Aviation and manager of Boeing Historical Services which includes the company's historical archives.

He has a bachelor of arts degree in history from City University and has presented lectures on aerospace history to the American Institute of Astronautics and Aeronautics, the Royal Aeronautical Society, The Air League of the U.K. and several air museums.



**Amandine Crabtree** has more than 15 years of experience in business development and marketing within the aerospace and defense industries, identifying and growing partnership opportunities to create strong business brands across an extensive industry network.

In her various roles, she has not only nurtured strong relationships with the local and national clusters, but also global concerns in Europe (France, Germany, Belgium and the UK) and Asia (Japan and South Korea), gaining a deep understanding of the complex ecosystems supplying major OEMs.



**Maddie te Winkel** has been writing industry-specific content since 2011, with articles on aerospace, health care, food culture, and education. Most recently, Maddie wrote numerous articles for LIFT Magazine, a publication devoted to aerospace and space. She enjoys crafting narratives that showcase a company's edge, personality, and unique story. Maddie's experience includes conducting marketing communications for Washington Center for Nursing (WCN) and an extensive internship at JayRay Communications. She received her Masters in Teaching in 2013 from Seattle University.

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## A Love of Aerospace

Kelly Maloney, as told to Maddie te Winkel



**Maddie te Winkel, MIT**

OLI – Former Educator  
<https://www.olicomms.com>

When Kelly Maloney was a 20-something back in the 1990s, she had a love of shoulder pads, big hair, and broadcast journalism — only one of which is still around today. And although the news is still very much “in fashion,” she didn’t end up the journalist she had dreamed of being. Instead, she took her love of communications to the marketing sector, an area where she could see the impact effective communication has on business. This prompted a lifelong career in branding and marketing, leading to her current role as owner and CEO of OLI Communications (pronounced aa-lee), a strategic marketing, branding, and operations firm based in Washington State.

OLI specializes in aerospace (including aviation, space and a multitude of other related sectors), an industry Kelly cares deeply about. For Kelly, aerospace is personal. It’s an industry that helped build the state she calls home. It’s an industry that her husband, Jay Maloney, president and CFO of OLI, dedicated his entire career to. It’s an industry that helped build their family.



For Jay, aerospace seemed to choose him. He worked throughout high school while earning his private pilot’s license. From that point on, his career never diverged from airplanes — always flying, instructing, or managing some aspect of flight.

In fact, Jay’s expertise in aviation led him to become vice president of Fleet Services at Boeing, where he was instrumental in architecting new program offerings and new services platforms. In this role, he provided leadership and oversight of integrated teams consisting of sales, contracts, legal, marketing and supplier management. Since leaving Boeing, Jay successfully ran Maloney Aerospace Advisors before becoming a guiding voice at OLI — giving aerospace companies that informative edge that comes with more than 30 years’ experience.

Jay’s story is its own wonder. Kelly, however, doesn’t feel as if aerospace chose *her*. She chose aerospace. Like many, Kelly grew up watching the technological advances the aerospace industry catalyzed. And, she is captivated by the current evolution of technologies such as electric aviation, supersonic and hypersonic aircraft, uncrewed aerial systems, and the commercialization of space, just to name a few! It is this new-world technology and its component parts she is eager to talk about and why OLI was created.

Kelly and Jay are energized by the work they’re doing for OLI’s launch customer, Altek, Inc. Based in Spokane, Washington, Altek is an aerospace and defense, medical, and industrial instrumentation supplier providing custom manufactured products.



Jay Maloney



Kelly Maloney



OLI is conducting a comprehensive rebranding initiative for Altek by developing their new logo, helping them define their brand promise, increasing their social media footprint, and rolling out their new website.

OLI is excited about the work they are doing for other customers, as well, such as supersonic jet developer Spike Aerospace. OLI is now helping Spike gain a share of voice among other strong brands.

As part of OLI's drive toward social responsibility, they developed the OLI GLOBAL Executive Aerospace and Space Advisory Consortium™ as a division of OLI Communications. OLI GLOBAL™ brings together former executives from multi-national companies such as Boeing and Mitsubishi Aircraft Corporation to provide industry insights, position papers, and advisory and consulting. The goal is to expand OLI's positive impact to further the renewal of the industry. (See sidebar for details about some of OLI GLOBAL'S advisory team.)

Renewing an industry isn't easy, but Kelly and Jay have a passion for innovation and OLI gives them the platform to do their small part in propelling the industry out of the current economic disequilibrium. They are aerospace enthusiasts, but foremost loyalists, who believe that birds of a feather fly together, and through OLI Communications and OLI GLOBAL they are bringing together those with the experience to navigate through these turbulent times.



## OLI. GLOBAL TEAM MEMBERS:

### Fariba Alamdari, Ph.D

Former Vice President Marketing Strategy & Vice President Leadership and Learning, Boeing



### Steve Haro

Former CMO, Vice President Global Marketing and Strategy, Mitsubishi Aircraft Corporation



### Gord Preston

Former Vice President Marketing, Mitsubishi Aircraft Corporation America



### KELLY'S NOTABLE ACHIEVEMENTS

- \* Former President and CEO of the Aerospace Futures Alliance and the Washington State Space Coalition
- \* Co-developed (with the Department of Commerce) Washington State's first-ever space industry strategy
- \* Developed a global award-winning aerospace magazine focused on Washington State aerospace and space businesses
- \* Consistently achieved and contributed to double digit revenues, census, and enrollments through strategic branding and marketing

\* Key to City of Federal Way for contributions as an elected official in municipality with population of approximately 100,000

\* AFA Executive of the Year 2019

\* Master's Degree in Communications and Leadership Studies, Gonzaga University

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