



## FOR IMMEDIATE RELEASE

Contact: Liz Jayankura-Jones  
+1.703.610.9039  
[ljones@waea.org](mailto:ljones@waea.org)

### CHRISTINE RINGGER OF SWISS INTERNATIONAL AIR LINES ELECTED WAEA PRESIDENT

**McLEAN, Va., USA, 15 September 2008** – **Christine Ringger**, Inflight Entertainment System Engineer and Project Manager for **Swiss International Air Lines**, was elected president of the World Airline Entertainment Association (WAEA) for the 2008-2009 term. WAEA, an international trade association, represents nearly 100 airlines and more than 250 airline suppliers committed to excellence in inflight entertainment (IFE) and communications.

“This is both an exciting and challenging time for the airline industry”, says Ringger. “The WAEA can play a vital role in bringing together all parts of the IFE industry to improve understanding of each other's problems and to enhance processes that will benefit our clients - the passengers. As president, I look forward to meeting these challenges and encouraging active participation from our members.”

**Patrick Brannelly**, Vice President: Passenger Communications & Visual Services for **Emirates**, was elected Vice President of WAEA. **Sue Pinfold**, Director of Business Operations for **Spafax**, will continue as Secretary in the second year of her two-year term. **Linda Palmer**, Senior Vice President of Non-theatrical Sales at **Walt Disney Studios Motion Pictures**, was re-elected to serve as the association's Treasurer. **Doug Backelin**, Manager of Inflight Communications and Technology at **American Airlines** becomes Immediate Past President.

Newly elected airline and supplier-company representatives to the WAEA Board of Directors include **Kevin Bremer**, Manager, Cabin Systems Technical Center for **Boeing Commercial Airplanes**; **Neil James**, Director, Corporate Sales and Marketing for **Panasonic Avionics Corporation**; and **Trudy Storey**, Program Manager for **Qantas Airways Ltd.**

Re-elected and sustaining WAEA Directors are: **Albert de Wet**, Manager: Inflight Entertainment Strategy and Development for **Etihad Airways**; **John McMahon**, Vice President of Operations for **Atlas Air Entertainment Concepts**; and **Bryan Rusenko**, Senior Vice President of Special Projects Engineering for **Crest Digital**.

The 2008-2009 WAEA officers and directors were elected by the association's membership through electronic balloting this summer and announced on 11 September 2008 at the association's Annual General Meeting. The meeting was held during the WAEA 29<sup>th</sup> Annual Conference & Exhibition in Long Beach, California, USA.

For more information on the WAEA and the airline inflight entertainment and communications industry, please visit [www.waea.org](http://www.waea.org).

###

**About WAEA:** Founded in 1979 as a nonprofit organization, the WAEA is the official worldwide network representing nearly 100 airlines and more than 250 airline suppliers committed to excellence in inflight entertainment and communications and the continual improvement of the airline passenger environment.