

Good News From Small Places



DEAR PASSENGER:

Do you ever wonder why people put down roots where they do? I mean, how come Warren Buffet lives in Omaha, Bill Gates calls Medina, Washington home and tiny Bentonville,

Arkansas benefits from the presence of Wal-Mart heirs? The answer is simple. Great things happen in our nation's smaller communities—places this magazine is proud to feature. We love to share good news about lesser-known but utterly wonderful hot spots. That's why our team is so committed to the notion that America remains a place of unlimited economic possibilities and vast resources.

Consider the story of Shelby Mason. While traveling through O'Hare's security check she had an "aha" moment that spawned a new company and helped revitalized a community. She writes:

"Like many gals who wear tights with boots, I've always layered a pair of socks over my tights for comfort and warmth. When I took off the boots to pass through security my outfit didn't seem so cute with my dear old Dad's borrowed ugly, white 'man sock' exposed."

By the time she reached Fargo (via United Express operated by SkyWest) Bootights were born. The patent is pending on the first tight made with it's own high-quality stocking foot. Retailers including Dillard's and Nordstrom snapped them up. They're produced in a North Carolina plant Mason said she discovered online. "Through the magic of Google, I found Dan St. Louis, director of the Manufacturing Solutions Center in Hickory, North Carolina, [just 75 miles from United Express service to Asheville.] He not only embraced my idea, but also developed the prototype and introduced me to the right people to produce it." Mason emphasized that "Many [North Carolina] mills have shut down due to outsourcing to overseas countries. There are many facilities still standing and the quality of product and the work ethic of these dedicated

people is second to none."

Mason isn't alone in her commitment to American industry. This issue includes a story about a 30-year-old company that successfully serves a national market with handcrafted jewelry made among the redwoods in remote Arcata, California. Discover why their founder believes "made in America" is a production advantage on page 17.

You'll also learn about the benefits of living and working in an out-of-the-way community long on recreation and culture and in so doing you'll get some insight into how we run this magazine. The mantra of our production team is "sharing good news about the people and places the airlines serves." There's more positive activity out there than you might imagine. As this issue goes to press we're already planning some extraordinary coverage in our next magazine. We'll be featuring one of the greatest cultural coups ever when we take a close look at tiny Bentonville, Arkansas, population right around 35,000. In November it welcomes the Crystal Bridges Museum of American Art. The vision of Alice L. Walton, daughter of Wal-Mart's founder, Sam Walton the extraordinary facility is twice the size of Manhattan's Whitney Museum, and will house a broad collection that will undoubtedly attract a highbrow crowd to northwest Arkansas. We'll share details about the museum and other reasons northwest Arkansas is a terrific place to call home.

The possibilities for positive stories are as immense as the continent. If you've got a special place you'd like to see covered in this publication give us a shout. We're in the process of determining next year's content right now. Email Kelly@skywestmagazine.com. The only caveat—it has to be within an easy drive of United Express service operated by SkyWest Airlines. That's a lot of territory.

Happy Skies,



Colleen "CJ" Birch Maile
Editor in Chief

Go!

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