



Contact: Dan Sweet  
Director | Public Relations & Communications  
503-970-4449  
[dan.sweet@rotor.org](mailto:dan.sweet@rotor.org)



Contact: Abbey Hutter  
Manager | Marketing & Partnerships  
724-547-6203  
[abbey@jsfirm.com](mailto:abbey@jsfirm.com)

## HAI Partners with JSfirm.com to Address Shortage

Roanoke, Texas (March 3<sup>rd</sup>, 2019) - Helicopter Association International (HAI) is excited to announce a new Partner Service membership benefit with JSfirm.com that offers HAI's members a dynamic new tool to promote employment opportunities. This partnership comes as a result of both organizations recognizing the other's focus on providing solutions to the shortage of qualified aviation professionals.

The elements of the project will come online this Spring, as soon as the technological systems are integrated.

"HAI's intention is to address this shortage by helping connect helicopter professionals with HAI member companies," says HAI president and CEO Matt Zuccaro "Advocacy, Safety, Education are all part of our mission, but the talent shortage we are facing is nothing short of real. With over 40,000 helicopter professionals using JSfirm.com, they're an obvious choice for us."

"The partnership between JSfirm.com and HAI will provide company members added value, and through HAI's network, we will enhance the ability to make jobs readily accessible to current and future helicopter professionals," said JSfirm.com Manager of Marketing & Partnerships Abbey Hutter. "As HAI mentioned in Rotor Magazine, it's the shortage of talent that is the greatest threat to the helicopter industry, our partnership will help alleviate this threat."

This partnership allows companies who advertise open positions on JSfirm.com to have their jobs seen by potentially thousands of qualified candidates than if the job were only posted on a traditional job board. JSfirm.com partnerships are giving aviation companies and aviation professionals a way to connect that is unique to the industry, at a time when such connections are vital to the sustainment of the industry.

As part of the partnership, HAI company members who are new to JSfirm.com will receive a 90-day job ad to try the system and existing clients will receive considerable discounted rates on JSfirm.com hiring products. In addition, the HAI site rotor.com will include features that include spotlights on HAI Member Company Jobs, HAI Jobs, and all Aviation Jobs.

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### About Helicopter Association International

HAI is the professional trade association for the international helicopter industry. HAI's membership represents 1,800 aviation businesses, which safely operate more than 4,500 helicopters approximately 2.3 million hours each year in more than 73 nations. HAI is dedicated to the promotion of the helicopter as a safe, effective method of commerce and to the advancement of the international helicopter community.

### About JSfirm.com

JSfirm.com continues to be the fastest growing aviation job website with resume database access and has exclusively served the aviation industry for over 20 years. It is a free service for job seekers and the go to place for aviation companies to post jobs and search resumes.