

News Release

Media contacts:
Brian Lassaline 734-247-7274
Brian.Lassaline@wcaa.us
Erica Donerson 734-247-2792
Erica.Donerson@wcaa.us

Airport Authority Succession Planning Yields New Director of Public Affairs

DETROIT (May 2, 2016) –The Airport Authority that operates Detroit Metropolitan (DTW) and Willow Run (YIP) airports has named Brian Lassaline as its new Director of Public Affairs. The move follows last month’s retirement of longtime Airport Authority principal spokesperson, Michael Conway, the 33-year veteran voice of the airports.

Lassaline has progressively ascended through the ranks at Detroit Metropolitan Airport, previously working within the airport’s Business Development and Concessions department, and most recently serving as the Airport Authority’s Deputy Director of Public Affairs.

“The Authority makes succession planning a priority,” said CEO Thomas Naughton. “We knew this was coming and made the appropriate personnel moves in advance. Brian has been a valued member of our leadership team, and brings a wealth of talent and experience to the position.”

As Director of Public Affairs, Lassaline will oversee the management of public information, media relations, customer service including the Airport Authority’s Ambassador program, internal communications, commercial filming and photography and other related operations.

“Our airports are helping drive the economic rebirth of our region, and shape the impressions left on millions of visitors to our area; I can’t imagine working anywhere else,” said Lassaline. “Michael Conway has been an extraordinary teacher and mentor. More than 20 years ago, Michael gave me – a young aviation student - the opportunity to learn about airports as a Public Affairs intern. This is one of the most rewarding and dynamic industries to be involved in, and our Airport Authority management team works extremely hard at fostering career development opportunities for our employees. We have a fantastic organization, which was made even stronger earlier this year, when we welcomed a seasoned media relations professional, Erica Donerson, to our team. My goal is to ensure our team continues to embrace the honest, accurate, and timely communication values Michael lived and taught our team, and share the enthusiasm we have for our airports with our customers, employees and community.”

Prior to his career at the Airport Authority, Lassaline worked in the customer service departments for several airlines including British Airways, US Airways Express, and a former Northwest Airlines commuter carrier. He graduated from Western Michigan University, with a degree in Aviation Management and Environmental Studies. Lassaline sits on the Marketing and Communications Steering Committee for Airport's Council International – North America (ACI-NA), and is currently Co-Chair of its Media Relations Working Group.

Detroit Metropolitan Wayne County Airport (DTW) welcomed more than 33 million passengers in 2015 and is one of the world's leading air transportation hubs. With service from 13 scheduled passenger airlines, Michigan's largest airport offers more than 1,100 flights per day to and from more than 140 non-stop destinations on four continents. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America. DTW is operated by **Wayne County Airport Authority**, which also operates nearby **Willow Run Airport**. **The Airport Authority is entirely self-sustaining and does not receive tax dollars to support airport operations.** Visit www.metroairport.com or www.willowrunairport.com for more information.

###