

# EMASMAXIMS

Maximizing Runway Safety  U.S. Edition-Summer 2011

The official publication of the world's leading manufacturer of engineered material arresting systems for aircraft overrun safety.

## EMASMAX: Environmentally Friendly, Life-Saving, and Cost-Reducing



ESCO's EMASMAX system is known for providing safety, but is it also environmentally friendly?

The EMASMAX system can greatly minimize disruption to the airport's surrounding natural habitat. EMASMAX enables an airport to comply with the FAA Part 139 requirements for 1,000 foot long runway safety areas, in much less space. A recent example of this occurrence is at the Key West International Airport in Key West, Florida, where the EMAS system installation was completed in October 2010.

There were a number of obstacles to overcome in order to lengthen the runway at Key West. The Atlantic Ocean is in close proximity to either end of the runway. There is also a mangrove swamp directly at the end of one side of the runway, and a pond at the other end.

The airport decided to install an EMAS system specifically because of its ability to mitigate the impact on the environment. The airport realized early on there were environmental issues: according to EPA guidelines, for every acre of existing swampland removed, two acres are required to be planted in its place.

Without an EMAS system, in order to create a standard RSA to satisfy FAA Part 139 requirements, 11-1/2 acres of mangroves would have had to been taken down. With the EMAS system, *less than half* of that was required to be removed: only 4.3 acres.

Prior to the EMAS bed installation, the airport planted the correct ratio of mangrove swamps on various locations on the other keys. The FAA funded this endeavor. The airport was required to prove that these swamps were already accounted for before they could remove the 4.3 acres of swamps at the EMAS site.



It took 8 years for the airport to get the necessary permits before the EMAS product was installed.

The airport was very pleased: they were able to minimize their environmental impact, while making their airport safe. And with the EMAS product, they could also reduce their costs. *-GT-*

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## ENGINEERED ARRESTING SYSTEMS CORP

AEROSAFETY & TECHNOLOGY  
Emergency Arresting Systems





## Editorial: Peter Mahal President, EMAS

Zodiac Aerospace companies are strongly committed to promoting respect for the environment and ensuring the health and safety of their employees.

ESCO's Aston, PA and Logan Township, NJ locations reinforced their commitment to these precepts in Nov. of 2010 with our certification for the Occupational Health & Safety-OHSAS 18001:2007 standard and recertification for the ISO 14001:2004 Environmental Management System. ESCO's ISO 9001:2008 Quality Management System was also recertified at that time.

Sustainability initiatives have been implemented over the last few years at our Logan Township, NJ (EMAS) offices and manufacturing facility, including recycling and energy conservation. Our efforts extend beyond our own facility with the recycling of EMAS packaging materials at the airport site.

Our lead story this issue shows the extension of that activity even further, illustrating how the installation of an ESCO EMAS system at Key West (FL) International Airport not only provided a valuable safeguard for saving lives and protecting high value assets, but also fostered a positive environmental impact while complying with EPA (Environmental Protection Agency) guidelines.

The Key West process required creativity, patience and persistence on the part of the airport, as the process entailed eight years of navigation through permits/paperwork before the EMAS was installed. Ultimately, the installation of EMAS helped to conserve highly valuable and environmentally sensitive mangroves near the airport, yielding a significant benefit for the local community.

I offer my congratulations to our employee, Hugh DeLong for his election to Fellow status in the American Society of Civil Engineers (ASCE). He was particularly recognized for his contributions in EMAS designs and providing EMAS information to fellow civil engineers through conferences, symposiums, design meetings and magazine articles. Hugh recently added another such venue by leading our first webinar "Runway Safety Area Solutions Including EMAS, hosted by ACC.

Success stories such as Key West, along with the use of educational/interactive tools such as webinars, and the professional recognition of ESCO employees (Hugh DeLong, ASCE Fellow) are all components of a knowledge base and commitment that will surely yield solutions for our customers' needs well into the future.

## ESCO Partners with ACC to Deliver Live EMAS Webinars

June 1<sup>st</sup> marked the date of the first EMAS webinar broadcast in ESCO history. Hugh DeLong, Airport Civil Engineering Officer at ESCO, had the honor of presenting this Webinar Conference, which was hosted by the Airport Consultants Council (ACC). ACC is an international trade association that acts for the concerns of consultant firms and related businesses that handle airport development and operations.

A webinar is a web-based seminar. This webinar involved two presentations that lasted a total of an hour and fifteen minutes. The topic of the webinar was "Runway Safety Area Solutions Including EMAS." Hugh presented on EMAS to a cyber-audience that included engineering firm members (as part of their engineering training) as well as airport personnel and regulators.

Hugh DeLong observed that this kind of an interaction is "going to be very important to us" into the future, as the company's international business escalates. Webinars, as well as other forms of online communication, can cut down on travel costs, as well as minimize hours/ days away from the office. After an initial in-person meeting, technology can now make follow-up communication easier and virtually face-to-face. There is definite potential for another webinar in the future. -GT-

## Record-setting Support of CHOP at Phila. Triathlon 2011

June 25-26: For the 5th year, ESCO supported The Cancer Center of the Children's Hospital of Philadelphia (CHOP) at the Philadelphia Insurance Triathlon which took place at Fairmont Park in Phila., PA. ESCO employees, friends, and family members volunteered their time and effort for a worthy cause, as well as had some fun competing in the Sprint or Full Olympic Triathlon.

Five ESCO employee teams competed in the Sprint Triathlon, while one three-person team competed in the Olympic Triathlon.



The 2011 event has set record highs for both money raised and participation. ESCO raised the unprecedented amount of \$13,852 with 159 volunteers (140 ESCO & 19 Tucker Company) contributing many hours of service to CHOP.

The Phila. Triathlon/CHOP is a major event on ESCO's community service calendar. ESCO support in the form of sponsorships, volunteers and contributions also include: the American Heart Association Blood Drive, Susan G. Komen Race for the Cure, Toys for Tots, as well as many other events. -GT-

## ESCO's Hugh DeLong Elected ASCE Fellow

We are proud to announce that ESCO employee Hugh DeLong was elected as a Fellow, an honor bestowed upon less than five percent of American Society of Civil Engineers' (ASCE) members. To receive this award, the person must be a licensed professional engineer, two current ASCE Fellow Engineers must refer the candidate, and the individual must have at least 10 years of "engineer in charge" experience (that is, all aspects of a particular design for their company).

Mr. DeLong, a graduate of the US Air Force Academy, enjoyed a successful career with USAF and is the head of design engineering for ESCO's EMAS as our Airport Civil Engineering Officer. His recognition was based on his EMAS design work and for his activities in educating his contemporaries about EMAS. *-GT-*



## Latest EMASMAX Installations Raise Worldwide Total to 57



Songshan Int'l Airport, Taipei City, Taiwan

On March 29, 2011, EMAS's fifth international installation (and 56th overall) was completed at Taipei Songshan International Airport (TSA) located in the center of Taipei City, Taiwan.

The Taiwan Civil Aeronautics Administration officials stated, "With the increase in the size and number of aircraft operating at the airport, we wanted to improve our level of safety in the event of an overrun." The EMASMAX installation was among these safety improvement plans.



Palm Beach Int'l Airport, Palm Beach, FL

The most recent EMAS installation, number 57, in Palm Beach, FL, was completed in June.

### Other EMAS Installations Planned for 2011

(One system each, unless otherwise noted):

- Republic Airport, Farmingdale, NY; Martin County Airport, Stuart, FL (2 systems)
- Teterboro Airport, Teterboro, NJ; Groton-New London Airport, Groton, CT
- Cleveland Hopkins International, Cleveland, OH. (2 systems)
- Lafayette Regional Airport, Lafayette, LA

## EMASMAX® U.S. Conference Schedule for Mid-2011

<b>JUN.</b>	6/8-6/9:	FAA Western-Pacific Region 7th Annual Conference, Anaheim, CA <b>Exhibitor, Speaker: Kevin Quan, Director, US Sales &amp; Marketing</b>
<b>JUL.</b>	7/12-7/14:	ACC/FAA/TSA Airports Consultants Council Summer Workshop Arlington, VA, <b>Exhibitor</b>
	7/17-7/20:	42nd Ann'l Florida Airports Council (FAC) Conference, Hollywood, FL <b>Exhibitor</b>
<b>AUG.</b>	8/13-8/17:	AAAE 53rd Ann'l NEC Ann'l Conf., Atlantic City, NJ <b>Exhibitor</b>
	8/15-8/18:	57th Ann'l ALPA Air Safety Forum, Washington, DC <b>Exhibitor</b>
<b>SEP.</b>	9/10-9/13:	80th NASAO Ann'l Convention, Nashville, TN <b>Exhibitor</b>
	9/11-9/15:	SWIFT Conference and Equipment Expo, Montreal, Quebec, Canada, <b>Exhibitor</b>
	9/21-9/23:	NYAMA Fall Conference & Exhibit, Watkins Glen, NY, <b>Exhibitor</b>



## ESCO Launches New EMASMAX Promotional Campaign

ESCO's new 10 x 20 ft. EMASMAX booth display debuted at the 83<sup>rd</sup> Annual AAAE Conference & Exposition, Atlanta, GA on May 15<sup>th</sup> while our single booth display premiered at the ICAO Global Runway Safety Symposium, on May 24<sup>th</sup>.

ESCO's new 6-page EMASMAX brochure was distributed for the very first time at these two events. Common threads in the materials are: ESCO's EMAS perfect safety record and reliability, testimonials, case studies and its role in the US and international markets.

Coupled with targeted trade magazine advertising, strong internet presence, and coming soon, a new video, information about ESCO's EMASMAX can be accessed from a diverse menu of media platforms. *-SK-*

## Double Exposure for EMASMAX: Made in NJ Day and TV12 News Broadcast



ESCO's Kevin Quan & Trip Thomas with NJ Lt. Gov. Kim Guadagno

ESCO's EMASMAX struck "double marketing gold" in our own home state of New Jersey at "Made in NJ Day". This event was sponsored by the New Jersey Business & Industry Association (NJBIA) at the State House in Trenton on Mar. 14<sup>th</sup>. The venue provided an opportunity for NJ manufacturers to exhibit and showcase their products in the main hall to legislative leaders, policy makers and the media.

ESCO's Kevin Quan (Director, US Sales & Marketing) and Trip Thomas (Sr. Technical Sales Specialist) drew the interest of Eric Lanskrone, host of News 12's cable television/internet program "Jersey, Inc.", a Long Island, NY-based program that focuses on New Jersey businesses and companies. TV12 visited ESCO's Logan facility on Wed., Mar. 23 to interview Kent Thompson (VP, Airport Engineering and Sales) and shoot production footage, which was merged with EMAS testing/airport footage. The actual broadcast took place later that same week. *-SK-*

## ESCO Receives New Certification in OHSAS 18001: 2007 Plus Two Recertifications

Following the November 29, 2010 certification audit of ESCO led by the internationally recognized certification agency URS, LLC (United Registrar Services, LLC), ESCO has received certification to the international standard for Occupational Health & Safety-OHSAS 18001: 2007, and recertification to the ISO 9001: 2008 Quality Management System and ISO 14001: 2004 Environmental Management System.

This certification confirms that ESCO's employee's awareness, procedures, processes and practices are in agreement with the internationally recognized standards. The certification also signifies that ESCO properly handles the monitoring of operational and professional risks, protecting its employees' safety and health at work. *-GT-*

Engineered Arresting Systems Corporation's partnership with the FAA in the mid-1990s led to the development of the engineered material arresting system known today as EMASMAX. Composed of lightweight cellular concrete, EMASMAX installations are placed at the ends of commercial airport runways to safely decelerate aircraft in overrun situations.

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