



A major step in increasing VFF scholarship funds is being taken by AHS Honorary Fellow Dr. Jing Yen, the former Director of Flight Technology at Bell Helicopter. With hopes of “casting a brick to attract jade”, as the Chinese proverb goes, Dr. Yen has kicked off a new effort in fundraising by pledging a generous lifetime donation to VFF — \$6,000 per year — in particular to highlight the need for affordability to be considered in vertical flight. Please join in helping to support our scholarship fundraising program, particularly in honor of the VFF 50th Anniversary Capital Campaign.

**Remarks of Dr. Jing Yen, Bell Helicopter (retired)
at the Forum 73 Grand Awards Banquet**

I did my undergraduate studies in Taiwan, and graduate studies at the University of Pennsylvania. In a span of 8 years, I was blessed by scholarships. I have been a rotorcraft engineer for more than 40 years, including 31 years at Bell Helicopter. At Bell, I was blessed by the support of the excellent engineering and flight test team, from which I developed a passion for my work. I was blessed by the many opportunities to serve the AHS, which helped me to grow.

When approaching my 80th birthday, I started counting my blessings. While counting, I was grateful to the rotorcraft society for all I am enjoying today. Yet, from the society, I have received more than I have given. I started thinking about a payback. Quickly, I reached the conclusion that the best means of payback is to follow the steps of many members over the years in making a donation to the Vertical Flight Foundation Scholarship Fund. With their generosity, many recipients of VFF scholarships have become the leaders in our society today. Therefore, I decided to make annual contributions to the VFF as long as I live. Sadly, I had a heart attack 6 months ago. Just in case I die tomorrow, my wife will honor my pledge for a total 10 years.

I have been an AHS member for over 49 years. It has been fun to be a rotorcraft engineer. Collectively, we have made progress over the last 50 years. Yet, we still have lots of work to do.

In addition to bringing rotorcraft technology to the next level, we cannot ignore the importance of affordability. As an engineer, I used to focus on engineering solutions, and did not truly have the concept of cost until the year of 1997. At that AHS Forum, Frank Harris and Mike Scully presented a paper, entitled “Helicopters Cost Too Much.” The first sentence in the paper stated “The rotorcraft industry is pricing itself right out of the commercial transportation marketplace.”

Helicopters cost too much in 1997; helicopters still cost too much today. Therefore, we should never stop “educating the vertical flight leaders of tomorrow.” To this end, may I ask my fellow members here today: if you have not already done so, please join the team making donations to the VFF. I trust you all have opened your hearts to different charities. May I ask you also open your heart to the VFF. Please help with whatever amount you feel comfortable. For many of you, you may also leverage your contribution with matching funds from your company. It is more blessed to give than to receive.

With my 80 years wisdom, may I share one of those with you: “Success in life is not always measured by our bank account; rather, it is always measured by the number of hearts we touched.”

