

**LSE LEADERS**

**What is LSE LEADERS?** As an LSE LEADER you have the opportunity to support La Crosse Regional Airport with a travel policy that considers a commitment to fly LSE. Recognized LSE LEADERS will be highlighted via the Airport’s social media campaign with a photo showcasing your team being recognized with the Airport Director at your organization’s facility. Your organization will also appear on a dedicated webpage supporting the program’s efforts and be outlined in community marketing materials highlighting your organization’s support of La Crosse Regional Airport.

As a business owner, manager, or organization leader in the 7 Rivers Region, the La Crosse Regional Airport is your home base for air travel. Now is a critical point when it is imperative that local pacesetters, such as you, lead the way and drive support of our regional airport. Your commitment to LSE recognizes your Airport as an important economic asset and ensures it remains viable. Continued support of the La Crosse Regional Airport encourages additional routes and flight frequency to meet local business and community needs. As an LSE LEADER, your organization is allowed the flexibility to define what parameters go into your travel policy; the most important aspect being that the La Crosse Regional Airport gains your support.

As an LSE LEADER you can be proud of the recognition you gain being a community partner who supports its local assets. It is the hope of La Crosse Regional Airport that your support initiates additional air service options that will assist your organization and spearhead growth throughout the region.

**Why is LSE Airport creating this program?** The airline industry has become a challenging environment for regional airports such as LSE. Pilot shortages, aircraft retirements, airline mergers, and low cost carrier competition at larger hubs have all put strains on La Crosse Regional Airport’s ability to maintain a strong economic foothold and to meet air service needs. Today only 25.5% of travelers originating from the 7 Rivers Region utilize the La Crosse Regional Airport. This has resulted in the reduction of flight frequency and has made it extremely challenging to pursue new air service initiatives. The Coulee Region has the passenger volume to provide more service, but needs residents and businesses to recognize and use this valuable resource. As more passengers choose to fly La Crosse Regional Airport, the more flight options and destinations LSE will see. Reevaluating your travel decisions is essential; airfare is lower than it has been in recent years and competitive advantages of flying local are plentiful.

**Who does the La Crosse Regional Airport (LSE) serve and what benefit is it?** La Crosse Regional Airport serves Winona, Houston, Allamakee, Buffalo, Trempealeau, Jackson, La Crosse, Monroe, Vernon, Crawford, and Richland Counties. Generating more than \$53.1 million annually in economic activity and supporting more than 800 jobs, La Crosse Regional Airport serves as an important financial driver in our communities. The Airport provides for the transportation of people and goods and allows for global commerce in the 7 Rivers Region. Whether your business depends on the Airport for commerce or your employees depend on its comfort and ease, the health of LSE Airport impacts the strength of our economy and quality of life in our communities.

Become an LSE LEADER and support La Crosse Regional Airport as an economic engine that will provide returns for your business and your community for years to come and ensure that this important asset is able to support your business and employees well into the future!

					
Clinton Torp	Andrea Richmond	Vicki Markussen	Lisa Herr	James Hill	Della Schmidt
Airport Director	Board Chair	La Crosse Chamber	7-Rivers Alliance	LADCO	Winona Chamber

