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Contact: Jennifer Bays  
Email: [info@byroncherry.com](mailto:info@byroncherry.com)  
Phone: 210-323-9961

**Dr. Byron L. Cherry to Appear at Showcase of African-American Authors and Scholars**

NORTHERN VIRGINIA— Dr. Byron L. Cherry, author of *Are We Safer Now? Airline Security in a Post 9/11 Society*, has been invited to attend the Showcase of African-American Authors and Scholars. This annual event is hosted by the Delta Sigma Theta Sorority, Inc., Northern Virginia Alumnae Chapter (NoVAC) and will be held on April 29 at the Mount Vernon High School auditorium.

"I'm honored to be attending this event," said Cherry. "I look forward to meeting the public and sharing some of the results of my research," he continued.

Cherry spent two years researching the airline industry to discover what lingering ramifications of the 9/11 attacks were still being experienced. Among other things, Cherry discovered that airline security has not significantly improved and most consumers do not feel any safer. The source of this uneasiness can be traced back to poor leadership.

"Research supports the fact that leadership is the single most critical factor in the success of an organization," states Cherry. "The research I conducted for this book shows that the airline industry has been taken over by the very industry it regulates. Thus, airline safety and security has become more precarious for consumers," Cherry continued.

Research has also shown that travelers want consistent and standardized safety and security measures across the United States. In other words, they want to see the same level of security at small airports that are in place at the large airports. "This isn't happening right now," said Cherry. "The recent reports about baggage handlers and flight attendants passing through security with prohibited items proves that security measures are not the same for all persons at all locations," he continued. Cherry believes that until industry leaders take a step back, address the weaknesses in the industry, and focus on a win-win for both passengers and the airline industry, security and safety issues will continue and customer satisfaction and trust in the industry will plummet.

Cherry will be autographing his book from 3:30 until 6:30 p.m. For more information about Cherry or his appearance at the event, contact [info@byroncherry.com](mailto:info@byroncherry.com).

*Company Information:* Dr. Byron Cherry is a national speaker on the topic of leadership. In addition to his book, *Are We Safer Now? Airline Security in a Post 9/11 Society*, he has authored and co-authored numerous articles on airline security and safety. He is also an adjunct professor at Regent University, Troy University, and LeTourneau University where he teaches on the subjects of leadership, strategy, and organizational theory and management. Dr. Cherry can be reached at [www.byroncherry.com](http://www.byroncherry.com), or at 210-323-9961.

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