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Abstract

An entire generation (or more) of passionate aerospace workers were created by the space race of the 1960s between the USA and Russia, culminating in the Apollo 11 moon landing. While space exploration has continued tremendously since then, it is the recent success of private space companies and other national efforts, notably in China, which are again creating historic interest from visions of humans returning to the moon and landing on Mars. These ventures, if they are to be successful and sustainable, must be the work of an intergenerational workforce that takes many decades of effort. We must recognize that such a long-term outlook is required. The sooner - and earlier - we start with people to attract them to join the new space renaissance, the greater our ultimate success and impact will be as a species. History proves this to be an effective strategy. The demographic which felt the greatest inspiration and motivation to continue space exploration efforts thanks to the Apollo and Sputnik era - including dedicating their own lives to the aerospace and aviation community - were the people who watched and celebrated these accomplishments as young children. Such testimonies are abundant among current workers and retirees who were alive at that time. Therefore, the most effective strategy to promote a new space renaissance must engage, energize, and focus the passions and energies of children to support, create, and contribute themselves to this reality. This presentation will elaborate on such a strategy to include tactics, strengths, weaknesses, opportunities, and risks with this approach.

A short bio

Brett Hoffstadt, PMP, is an aviation and engineering industry veteran with 30+ years of experience as an aerodynamicist, test engineer, project/program manager, and innovation champion. Career highlights include managing \$18M+ of multi-disciplinary engineering work on advanced military aircraft programs, receiving 3 aviation patents, and fostering the careers of many people as a mentor and volunteer. His avocation for producing creative works led to book writing and publishing. He is the author of over a dozen books related to space including "How To Be a Rocket Scientist" (2014), "SpaceX Fan Coloring, Puzzle, and Game Book" (2020), and the upcoming book "Goodnight Moon Base" (2021).