

Dr. Scott Ambrose

Dr. Ambrose is currently a professor at Embry Riddle Aeronautical University in the College of Business, however, at the time of 9/11, he was working for Delta in Atlanta, Georgia. He remembers on September 11th; it was a cool fall morning and he arrived to work between 7 and 8 am. He said it was a long drive so he would always arrive a little bit early. Dr. Ambrose was a flight scheduler for Delta and would work at his cubicle for the majority of the day. He remembers a colleague approaching his cubicle and mentioning the attacks on the twin towers. His initial reaction centered around the thought of, “Why would someone do that? That does not make any sense.” This was before he received more detailed information about the event. He then went to watch the tv with his other colleagues where he saw the news coverage about what had taken place. Dr. Ambrose said the tv was located in an office room that had windows facing the runways at Hartsfield airport where they watched as aircrafts they had never seen were landing. This was because all of the airlines were pulling the whole grid down. Everyone at his work was worried about Delta being involved. There was specific worry fluttering around when the Delta flight 1989 had lost touch while still in the air. They were worried that it had also been hijacked. He said the biggest focus that morning was getting all of the planes grounded and after that happened there was a sense of relief that their planes had not been hijacked. Many of his colleagues had been instructed to go to the Hartsfield airport and help the passengers on the planes that had to land there because of the chaos. Everyone that was not sent to the airport was instructed to go home early as there was not much else that they could do that day. He went home early and remembers picking up McDonald’s and watching the news coverage with his wife the rest of the day. In the coming days, he described that the entire workplace outlined the walls of the building while the Vice President of Network and Schedule Planning stood on someone’s cubicle in the middle and shared information with the employees for numerous days in a row. Before, he said the only times the whole office would get together were for huge quarterly meetings in an auditorium setting.

Dr. Ambrose says one of the biggest most important things he witnessed was how the airlines came together from this crisis. They had to go to the government for aid and work with each other. He said that Delta’s CEO was the spokesperson for that government package which was meaningful for their company. Many people in the country were too nervous to fly after 9/11 so the airline industry took a huge hit. Professionally he knew that Delta was entering an era of lower demand going into the fall so 9/11 “was like adding fuel to the fire.” He never feared that he would be out of a job because of the incident but there was uncertainty around the number of hours each employee would have to work. No specific marketing strategies took place after 9/11 for the company but they worked alongside other airlines to try and salvage the industry. After 9/11 many rumors were spreading that Embry Riddle Aeronautical University had trained the terrorists that were involved with the tragedy. Dr. Ambrose was not aware of the specific school at the time he just knew about the growing speculation of a possible Florida school having involvement.

Personally, Dr. Ambrose agreed with his wife that the hero’s that day were one of the most important things that future generations need to be aware of. He said after that day they did not take anything for granted. This display of evil showed him that you never know when something like that can happen, so it was important to make every day meaningful. The

Ambrose's also traveled less after these attacks. Before they would use miles from Delta to travel everywhere, but after 9/11 there were so many different policies for travel. They remember being able to go into an airport and just walk onto a flight. Now there is TSA and many other restrictions on carry-on items. Overall, Dr. Ambrose's experience within the airline industry had a huge impact on the way he viewed 9/11.