

# PASSION VISTA

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CAPTAIN

# LAURA EINSETLER

Pilot first, woman second

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# CAPTAIN LAURA EINSETLER

**Pilot first, woman second**



If ever there was a real life Wonder Woman, Captain Laura Einsetler would be it. Voted Top Inspirational Airline Pilot of the Year 2022, Laura is an accomplished commercial pilot with flying experience of more than 3 decades. But what makes her truly inspirational is her passion to share her knowledge and empower others. She does this by being an author, guest speaker, and media spokesperson, in addition to being a pilot.



“I’m a passionate learner. I love to have knowledge in things that can make others feel healthier, stronger, inspired, motivated, and empowered. To help light someone up and increase their shine, makes me feel like I have done what I was put here for. Taking people safely to where they want to go gives me great joy.”

Laura’s journey began in Northern California where she grew up as an only child. A tough childhood saw her leave home at 17 and rely

on a few close friends who helped keep her dreams alive and supported her with food and living. By then she had already fallen in love with airplanes and it was nearly all she could think about. She worked 3 different jobs to pay for her flying lessons. This was decades ago when most people had never seen or heard of a woman pilot.

“There are 4% women pilots at this level, with 1.5% Captains and even fewer who are also mothers. Yet I constantly have to ‘share my resume’ while men are assumed to simply belong where they are. To overcome those odds and earn the respect of your co-workers, you need to bring the best of yourself every time, in every situation. I am a pilot first, a woman second, and I have never accepted that I do not belong. If there are no opportunities for you to ascend, create them yourself.”

Laura believes that organisations must promote women at work, for an educated and experienced woman who feels valued and recognized for her contributions will be fiercely



faithful to her company and co-workers.

She feels especially inspired by one of the first women Navy, airline, and airshow pilot Julie Clark; fighter and spy plane pilot Brian Shul who is also an author and guest speaker; and incredible aerobatic pilots like Sean D. Tucker and Rob Holland.

“I’m a big fan of underdog stories of people who overcame extraordinary odds to achieve their dreams. I’m currently working with editors, agents, and screenplay writers to bring to you several stories about resilience, perseverance, and self-belief.”

An avid aviation and health enthusiast, Laura established [www.captainlaura.com](http://www.captainlaura.com) to empower others through her blogs, books, speaking events, articles, appearances, and promotions. She was even entered for an Emmy Award for co-hosting a live 2

hour television broadcast for millions, for the KRON 4 Fleet Week Airshow.

Which is just one in her long list of accomplishments. She recently received Top Inspirational Airline Pilot of the Year 2022 from the International Association of Top Professionals; the Empowered Woman Award 2023; and was awarded by Marquis Who’s Who of Professional Women.

Yet, she feels her biggest achievement has been raising two amazing children who are fast becoming incredible adults and, “I can’t wait to see what they create for themselves in their lives.” Laura loves hanging out with her husband and kids, going for a movie or on a local adventure to a bookstore, coffee place, or the ocean.

A multi-faceted super-achiever, does she ever find it difficult to balance all the roles in her



life? “It is hard; the few people who do this tend to have help from other family members or friends, but I do not. When my children were fairly young, I taught them how to be somewhat independent when I’m gone flying around the world. My husband works a full time job and we make

opposite schedules to raise the children with love, nurturing and guidance. I have sacrificed self-care time and some friendships along the way, but I hold on tightly to the ones I love. I couldn’t have built my brand at CaptainLaura.com without the help of my right hand woman, Kayla Bly.”



**Laura lives her life with the idiom ‘No Fear, Only Love’, which means to never let fear hold you back and to approach things and people with love and compassion. And for passion, she suggests, “Put pictures around you of your passions, to keep them in sight daily, to remind you of what gives you joy, and what you can make happen.”**