

Aviation nonprofit names new leader



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Wings of Hope, a Chesterfield-based nonprofit that provides free medical air transport services, has named a new leader.

The nonprofit said Wednesday that Amy Cole Buehler was named its president, effective Aug. 8. The first woman to lead the 60-year-old organization, she had served as interim president since December.



Amy Cole Buehler
AMY COLE BUEHLER

Buehler joined Wings of Hope as director of development in August 2019. She also currently is director of the Washington University's Master of Arts in nonprofit management program, a role she'll retain while continuing at Wings of Hope, according to a spokesperson for the nonprofit.

She founded her nonprofit consulting firm, Amy Cole Buehler & Assoc. LLC, in 2008. Buehler previously served as the executive director for both the Animal Protective Association of Missouri Therapeutic Horsemanship (now Tree House of Greater St. Louis) and the Parkway Alumni Association.

Buehler succeeds former President and CEO Bret Heinrich, who left the organization in November and is now executive director of development for the Salvation Army Midland Division, [according to his LinkedIn profile](#). When Heinrich [took his post at Wings in 2017](#), he was the organization's first leader to take the CEO title. Buehler will return to using the title president, the spokesperson said.

“Promoting Amy to president is a milestone event for Wings of Hope,” Wings' board Chairman Fred Meyland-Smith said in a statement. “After a nine-month search for a new president – and extensive deliberation and intense discussions with Amy, our executive committee, staff and volunteers – our board unanimously chose Amy to lead us into our next chapter. She is incredibly smart, decisive, inclusive and passionate about our mission. Simply put, she is the right person for the job.”

Buehler holds a master's degree in international relations from Webster University and a bachelor's in political science, with minors in history and Spanish, from the University of Missouri.

Wings of Hope is based at the Spirit of St. Louis Airport in Chesterfield. In the U.S., it provides free-of-charge medical air transport services to individuals needing specialized medical care. It also partners with organizations around the world to fly patients in remote areas to emergency medical care and to transport doctors to communities that have no local health care providers. Wings of Hope has been nominated twice for the Nobel Peace Prize.

In 2022, Wings of Hope reported total revenue of \$2.9 million and total expenses of \$3.4 million, [according to its IRS filing](#).