

A MESSAGE FROM
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The Editor

I am pleased to introduce the first issue of JET Times corporate aviation newsletter.

This is going to be a regular production for us and an opportunity to create what I hope will be a good, short "read" with an update on things that we are aware of from around the industry.

Where we go from here is quite frankly open at this point. Media releases and newsworthy items will be included. The goal is to compliment the work in the established aviation and lifestyle publications. We will also indulge in some promotion of items and issues that might not otherwise make it to print. If it helps you then it is doing what we intended.

If do you do not wish to receive future issues of this, please let us know. On the other hand feel welcome to pass it around. Should you or someone you know want to be added to our list one that will stay confidential then please by all means drop us an email and ask.

I hope you like JET Times and find it useful and entertaining.

Commercial Carrier Uncertainty Spells Success for Corporate Charters!

Time is the coinage of the realm! I am not sure who said it first, but the NBA have been using this phrase for a couple of years to capture the attention of their audience when introducing the corporate aviation concept. And never before has this term meant more especially when we look at simple challenge of getting from point A to B!

There is no question that the commercial airline industry as a whole has undergone some radical shifts and changes in the last year or so. Reduced or dropped routes, added costs passed to clients for fuel surcharges, departure or user taxes and the general added time for screening have made the one day business trip virtually a thing of the past if you planning on going any distance beyond one or two hours flying time. Add to this an already touchy consumer lack of confidence and then some airlines undergoing very public financial stress and health concerns commercial flying is quickly loosing its appeal.

On the other hand we do live in a global business society and even with the advances in telecommunications and virtual office systems, there is no replacement for face-to-face meetings. So many corporate travelers not just the upper management group are now turning to corporate aviation to solve their airline headache and keep them on the move. In Canada alone, business aviation represents \$400 million driven into the economy directly and indirectly. Bizav operators in this country transport over a million passengers through over 3,000 airports. And for the firms noted along with the many others that are an essential part of the national transportation system in this country the charter clients of today represent the potential fractional, shared or full ownership corporate flight operators of tomorrow.

Like any business though there are good and not so good when it comes to players. When selecting a charter service, fractional or managed aircraft operator, you need to be just as smart as when you run any other aspect of your business. Just because an aircraft looks shiny and bright, has nice wood trim and great leather seats, does not make it your best choice.

Charter broker Greg Marlo of the brokerage group The Aircraft Charter Guys, report that his firm handled over \$3.5 million in charter trips last year. That is significant in this market. He is quick to show that they work with a select and carefully chosen group of suppliers. When looking for which aircraft they will use, The Aircraft Charter Guys make their selection based upon some pretty serious criteria. First is the quality of the aircraft both cosmetically and from a functionality standpoint. It must fit the need of the client. Then there is operational safety record of the operator. The review all relevant government and third party audits to ensure better than average capability. Next comes the quality of staff top service acumen and training are the key ingredients here followed by an absolute can-do attitude. The comes the ability to service with minimal oversight and a professional attention plus pride of service. IF the supplier passes these tests, then they are the right firm to trust a client charter to.

Being able to source and buy this sort of quality and capability only comes through experience and on-going involvement in the industry. Greg and his group have that and are happy to put it to work for others. To speak with Greg about your charter or aircraft ownership needs, contact him at (416) 907-9047 or by email at greg@aircraftcharterguys.com.

Embraer Phenom 300 Mid-Size Biz Jet



Because Your Time is Valuable...



What is going to be in your hangar or back garage soon?



Boeing 707 Prototype

Thursday December the 20th, 2007 marked the 50th anniversary of the first flight of the Boeing 707 jetliner. It is also, depending upon your view, the point in commercial aviation history when propellers gave way to the jet age and air travel became affordable and available.

Now those of us of British and Canadian roots will think of the Comet and AVRO Jetliner before the 707 when talking the dawn of the jet age and may take exception to this claim. Regardless of your view, we must acknowledge the importance of the Boeing aircraft in the bigger picture.

In a recent media release from Boeing they paint the story by saying that December 20th, 1957, was a cold and rainy afternoon. The crew sat on the drenched runway and checked weather reports, waiting for the chance to take the new airplane up for its maiden flight.

At 12:30 p.m., the decision was made to go. The 707 climbed over the city of Renton and weather immediately closed in, forcing landing at nearby Boeing Field after just seven minutes. Later the sky cleared and a 71-minute flight ensued. Boeing President William Allen and his leadership team had "bet the company" on a vision that the future of commercial aviation was in jets.

Today we see the advent of a new age in jet aviation. The Very Light Jet or VLJ - is starting to appear on ramps. This category of aircraft represents a significant advancement equal to that of the 707 in aviation.

VLJs mean that with the right money and training, any pilot can fly with the big guys. Some see a VLJ in the back hangar/garage of your fly-in park estate home. They offer fast, high altitude, modern travel for 4 or so passengers and pilot. They are designed to operate out of just about every "improved airfield you can image. The bottom line, VLJs can get from local flying club to the international hub. And they cost a lot less than a small entry level corporate aircraft. So this makes them very attractive.

No VLJs are slated for arrival in Canada until around 2010. At that time we can expect to see at least two strong contenders for this market make their debut. Cessna with their Mustang and Embraer with the Phenom 100, will be first arrivals on the Canadian civil register. At a tad under \$3 million, the VLJ represents a great way for those who appreciate and need fast and reliable jet transport to do so with ownership at a cost that previously could only be found in the dated resale market or with co-ownership and fractional programmes.

So keep your eyes and ears open and ready for something new at the flying club or airpark. The times are changin!



Embraer Phenom 100 VLJ

TRAVEL TIPS

Biz Av Security

Sound security measures have long been the hallmark of professional FBO operations. Keeping doors and gates locked, video surveillance and challenging unknown people or activity on the ramp and around the facility are recognized methods not only as service excellence, but as part of the role and trust that an FBO has in maintaining the security and confidence of aircraft owners and operators and passengers.

In many European centers, the level of security and scrutiny has always been more elevated. Passengers and their baggage at the FBO go through the same screening and pre-boarding measures as a commercial customer would in the terminal. According to one corporate aviation security specialist, although the European model resembles a commercial checkpoint environment, they use sound procedures some of which FBOs here could borrow and adapt. FBO environment is one where passengers are already "cleared" - by the company associated with the aircraft.

A passenger identification program just may be in the cards here soon. The introduction of this and some of the screening programs and systems from Europe would help defeat the critics of the bizav environment who feel we are too security lax.



Travel in a corporate aircraft . . .

Because Your Time is Valuable...

