

Fall 2009 ▶ Issue 2 Volume 10

# FLEXJET DIRECT



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Welcome to this issue of Flexjet Direct – with a fresh new look to match Flexjet's confident outlook for the coming year.

## REID BETWEEN THE LINES



► Perhaps you've noticed that this issue of Flexjet Direct has a fresh look – more refined, more magazine than newsletter. Like Flexjet\* itself, Direct constantly evolves to better serve you.

As with all of our operations, the changes are more than skin deep. We are striving to include more content that informs and entertains. We will continue to include useful updates and reminders that keep you apprised of our programs and innovations that deliver maximum flexibility for your own custom-designed travel package.

Inside, for example, you'll find an article describing irresistible adventures you might pursue on a visit to Vancouver, British Columbia. Another quick read provides expert wine collecting tips from a Napa Valley Master Sommelier.

### OLYMPICS, BOMBARDIER-STYLE

At Flexjet, we are proud of Bombardier's\* participation in the 2010 Winter Olympics in Vancouver – especially the role our company played helping to design and produce the beautiful 2010 Olympic Torch. Read about that process, and about the Olympic experience we are offering. If you thrill to witness the drama of elite competition, you will want to review this offer of sponsor-level access to gold medal finals, VIP seating at the closing ceremony extravaganza and luxury accommodations and transportation.

### THE FLEXJET OWNER UNIVERSE

Each of our owners has a compelling story to tell; we profile two in these pages. Walter Stewart of Birmingham, Alabama, details how he uses Flexjet shares to expand his successful office machine company. Howard and Cindy Rachofsky use their aircraft as an essential tool in their pursuit of the very finest contemporary art. You'll be surprised to learn what they have done with their incomparable collection.

### DIRECT DIGITAL

This issue also launches an online version of Direct ([www.Flexjet.com/flexjetdirect](http://www.Flexjet.com/flexjetdirect)), with fully interactive functionality. Navigate easily through the web version, click on links, forward to a friend. If you find you prefer this online convenience, we will be glad to take your name off our print version mailing list.

This is part of a larger efficiency effort on our part to streamline our communication with you, accomplishing more through online tools and reducing the number of physical mailings we send. Many of you have said you prefer being kept up to date electronically, so this initiative saves paper, postage and, most importantly, your precious time.


### THE STATE OF FLEXJET

We knew 2009 would present daunting challenges, and it has. With your faith and support, however, we are pleased to report that we remain on sound financial footing.

You have responded positively to our diverse program offerings, which have proven to be a strong attraction for new business. Everyone at Flexjet makes owner retention a key priority; times of uncertainty such as we have been experiencing make it even more imperative that we understand and respond to your unique needs and concerns. As a result, we are most pleased to report that we have been able to maintain a healthy retention level through this difficult period.

We hope you are pleased with this issue of Flexjet Direct. As always, please share your thoughts and suggestions with us.

Fred Reid  
President  
Flexjet



"We need open, honest communication with owners. ... These meetings provide an excellent opportunity for just this sort of frank give and take."

— FRED REID, FLEXJET PRESIDENT

# OWNER INSIGHT

## FUELS POSITIVE CHANGE AT FLEXJET

► Owners talk – we listen. Invariably, the result is an improved owner experience. Owners make time in their busy schedules to accept our invitations to meetings of our Owner Advisory Board. Created to provide a forum where they can exchange ideas with the Flexjet leadership team, the board gives owners an opportunity to support our pursuit of service excellence and market leadership. The strategy has been working so well we have increased the frequency of these gatherings and expanded the list of participants. This gives more owners, meeting in small groups at multiple locations throughout the country, the opportunity to share their insights.

"These meetings deliver valuable guidance that helps us improve current programs and develop new initiatives," says Flexjet President Fred Reid. "Our commitment to provide superior customer service is stronger than ever, but we need open, honest communication with owners to accomplish this. These meetings present an excellent opportunity for just this sort of frank give and take."

### TAKING ACTION

We asked owners to participate in focus groups about our advertising strategy – and as a result we are introducing a new advertising campaign this fall. Ongoing owner comments continue to help shape and improve our selection of onboard snacks and amenities, as well as other aspects of the in-flight experience. We are currently evaluating our catering vendor network and will begin testing a new catering service later this year. This fall, all owners will see a new complimentary wine list, and we will also introduce a special reserve wine list with some truly impressive finds.

We're extremely grateful to those owners who have given their time and expertise to assist us in our constant quest for improvement, and we are always looking for additional support. If you are interested in attending an Owner Advisory Board meeting, please contact your Flexjet Sales Director.

## THE 2010 WINTER OLYMPICS

# BOMBARDIER'S TORCH LIGHTS THE WAY

► Curves and sweeping contours grace the 2010 Olympic torch. White like a northern winter, evoking drifts of driven snow or the bite of a skate blade into smooth hard ice, the Bombardier-built torch throws off a bright flag of flame, the eternal symbol of fellowship and unity through sport.

Despite its elegance, the new emblem for the Winter Olympics in Vancouver, British Columbia, radiates a ruggedness that calls to mind the strength of a Bombardier business jet.

With national pride on the line, the Vancouver Olympic Committee naturally turned to Canada's most innovative company, Bombardier, to help create a memorable torch for the occasion. Because if you want to make sure an item combines striking form with superior function, you rely on one of the world's largest civil aircraft manufacturers.



## A RUGGED RELAY

More than 12,000 of the graceful torches will transfer the Olympic flame across the length and breadth of Canada, in a 30,000-mile relay from the soaring Rockies to the barren frozen tundra, through small towns and vibrant modern cities.

Bombardier, an Official Supporter of the 2010 Winter Games, contributed its intimate knowledge of industrial design and innovation to help develop and manufacture the torches. The company worked with the Olympic organizing committee's design team to produce a torch of fluid beauty – yet tough enough to survive conditions that might make a polar bear think twice about venturing out of his den.

## DEMANDING SPECS

The torch design, approved by the International Olympic Committee, was unveiled in early 2009, a year in advance of the Games.

The design had to meet some pretty tough criteria.

- People of all ages and sizes must be able to handle it. It weighs just 3.5 pounds and is about a yard long.
- It has to burn for at least 12-15 minutes, produce a flame visible in all conditions and make it easy to transfer the flame between torches. The stainless steel, aluminum and advanced composite shell houses a mixed-fuel burner generating a brilliant orange foot-long flame that unfurls like a flag fluttering in the wind – and will stay lit for at least the required time.
- It must lend itself to mass production. Bombardier's production design experts contributed their expertise to ensure that the torch would be both beautiful and easily manufactured.

"The design of an Olympic Torch is very important," said Jacques Rogge, president of the International Olympic Committee, who participated in revealing the design. "It cradles the Olympic Flame and its message of hope, the celebration of excellence, friendship and respect wherever it travels in the world. The Vancouver 2010 Torch design is like Canada – young, exciting, innovative and welcoming to everyone who sees and holds it."



All Olympic photos © VANOC/COVAN



# GO FOR THE GOLD

EXCLUSIVE EXPERIENCE TRANSPORTS FLEXJET 25 JET CARD OWNERS INTO THE THICK OF THE VANCOUVER OLYMPICS

► Razor-sharp blades cut the ice, frozen mist flying, each glide pushing the competitors closer to the finish. To Olympic gold. Fractions of a second determine the winner. Nothing less than perfection suffices.

A group of Flexjet 25\* Jet Card – Olympic Gold Edition owners will be there, caught up in the drama and adrenaline that only an Olympic gold medal competition can deliver. With our Flexjet 25 Jet Card – Olympic Gold Edition, they will experience both a more personalized way to fly and a unique opportunity to see the 2010 Olympic Winter Games.

This fall, those who purchase a Flexjet 25 Jet Card, operated by Jet Solutions LLC, have the opportunity to obtain one of a limited supply of Olympic Gold Edition packages,\*\* guaranteeing VIP access, seating and accommodations for some of the most exciting, sought-after events at the 2010 Winter Olympics in Vancouver, British Columbia – plus exclusive athlete and behind-the-scenes experiences.

## ARRIVING AT THE PINNACLE

For the athletes, getting to Vancouver fulfills a lifetime dream that requires discipline, perseverance and excellence. That's the same kind of dedication our owners apply to their chosen endeavor. The Flexjet 25 Jet Card – Olympic Gold Edition pays tribute both to them and to the world's best athletes, who, day after day, will settle for nothing less than the best.

In collaboration with Jet Set Sports, the exclusive concierge provider for the 2010 Olympic Winter Games, the Flexjet 25 Jet Card – Olympic Gold Edition offers a truly magnificent experience encompassing the final three, most action-packed days of the world's premier sporting event.

Those who take advantage of this offer will benefit both from superior private jet service and Jet Set Sports' extensive Olympic experience and sponsor-level access. While in Vancouver, every detail will be expertly managed.



## THE MOST-COVETED VENUES

The four-day, three-night adventure will be hosted by Flexjet President Fred Reid and Vice President of Sales Bob Knebel. Olympic-sanctioned ground transportation will be provided, with direct access to all sports venues. The experience includes the most desirable seating at the top events of the Games' final days.

## INSIDE EXPERTISE

Among the many activities, the Flexjet 25 group will enjoy a rare opportunity to explore the Olympic experience firsthand with a top athlete, plus the privilege of going behind the scenes to view a side of the action the general public doesn't see.

Accommodations are at a Vancouver landmark, world-renowned The Sutton Place Hotel, with dining at the best restaurants around the city.

FRACTIONAL JET OWNERS MAY SHARE IN THE GOLD

A limited number of Olympics packages are also available to Flexjet fractional share owners. For more information, please contact your Flexjet Sales Director.



## THE TOP EVENTS, THE BEST SEATS

- Short-track speed skating gold medal finals. One of the fastest events on ice, with speeds in excess of 30 mph as the sport's most gifted athletes compete for gold.
- Figure skating exhibition gala. Top medal winners perform in a final extravaganza, in a non-technical venue that allows them the greatest possible artistic expression.
- Gold medal hockey game. Perhaps the hottest ticket in hockey-mad Canada. Will there be another Miracle on Ice?
- Closing Ceremonies. All the emotion, pageantry and wild spectacle of the Games, rolled into a grand finale as Canada shows the world its very best creative energy.

# THE SWEET SMILE OF SUCCESS

The numbers are in:  
Our performance  
exceeds our own  
high standards.



► Performance metrics. It's kind of a stuffy name. And it does refer to a list of dry numbers. Yet those numbers bring smiles to our faces – because they mean that inevitably we are bringing smiles to yours.

It's not just about the numbers, of course – we strive to provide safe flights and the best possible experience for each and every one of our owners. "In 2008, we surpassed most of the performance goals we set for ourselves, turning in our best performance in the past five years," says Dave Gross, Flexjet vice president of operations. "We continue that success in 2009 – setting ever more ambitious goals, then meeting those goals. We congratulate our dedicated staff on a job well done. They know this type of exceptional performance is what separates us from the competition."

## FLAWLESS FLIGHTS

Flawless means every detail must be just right – aircraft, logistics, catering, crew, ground transportation. If any aspect of a flight fails to meet expectations, it cannot be considered flawless. Our goal is to have at least 95 percent of flights completed flawlessly. In fact, we are delivering flawless flights 95.7 percent of the time.

## PERFECT TIMING

A flight cannot be flawless if it's not on time. Our target for on-time departures is 97.5 percent, and we have been on time for 97.5 percent of flights this year.

## FLY THE FLEET

We offer the unprecedented pledge that you will be assigned a chartered aircraft for no more than 5 percent of flights, and we regularly beat that mark by a wide margin. Our goal for 2009 is to use charter for no more than 1.6 percent of flights – so far just 0.9 percent of flights have been chartered. That is less than one time for every 100 flights.

## AIRCRAFT AVAILABILITY

To ensure that we can respond promptly to owners' flight requests, we endeavor to keep at least 86 percent of our fleet available between the hours of 7 a.m. and 5 p.m. To date this year, we've averaged 86.2 percent aircraft availability – keeping this number high in part by scheduling required routine maintenance as much as possible during non-peak travel times.



## THE DIFFERENCE IS IN THE DETAILS

► We know that it is attention to the details that elevates a flight from acceptable to exceptional.

Many of the details that are most important to you are spelled out in your list of flight preferences, which control your standing catering requests and the amenities you find aboard each flight. While you are reviewing our in-flight menu, we encourage you to re-evaluate your selections to ensure that each flight is stocked just the way you like it. Perhaps you will find some new favorites.

### A VARIETY OF OPTIONS

Your flight preference list assists us in delivering various amenities depending on such variables as who is aboard and the time of day.

- **Individual preferences** can be specified for you and any other individuals who regularly travel on your flights. We deliver these preferences – including refreshments, water, reading material and more – automatically whenever that individual is booked on a flight.

- **Company preferences** specify catering and amenities to be included with all company flights, regardless of who is on the flight.
- **Time of day preferences** deliver specified items depending on flight time – such as coffee and a newspaper in the morning, bottled water and a magazine in the afternoon.

Flexjet is committed to providing superior service and to customizing your flight experience to your exact preferences. If you have any concerns about the delivery of your selections – for example, if you often find that you have more or less of an item than you need – simply contact your Owner Relations Coordinator and we will immediately make the proper adjustments.

### UPDATE PREFERENCES ANY TIME

Booking a trip presents another excellent opportunity to update your standing flight preferences. Your Flight Coordinator will be glad to review your preferences to ensure that they meet but do not exceed your needs. That is also a great time to review your catering order, listed on your itinerary. If it is not just what you were expecting, we will gladly make any corrections.

If you have any questions about your preferences, please contact your Owner Relations Coordinator at 866-286-6711.



# PROGRAM OPTIONS DELIVER VALUE AND FLEXIBILITY

► A number of owners have told us that they would appreciate a periodic review of programs designed to help them tailor their Flexjet program. Here we briefly outline some of our most popular program enhancements. Your Flexjet Sales Director is always available to answer any questions you may have.

## ROUND TRIP PRICING – SAVE 15 PERCENT ON THE TOTAL HOURLY RATE

Planning a quick-turnaround trip? Flexjet owners with two or more shares can take advantage of Flexjet's new Round Trip Pricing program. Book your qualified flight as a round trip, and we will reduce your total hourly rate, including fuel, by 15 percent. To enjoy the benefits of this cost-saving opportunity, simply depart from and arrive back at the same location within 12 hours on the same calendar day, or on consecutive calendar days with a minimum layover of 12 hours and a maximum of 20 hours.<sup>†</sup>

## VERSATILITY PLUS

Customize your travel to the hour with Versatility Plus: Make hours you don't need available to other owners, or purchase hours from other owners – on your aircraft type or on larger or smaller aircraft.<sup>†</sup> Versatility Plus is Flexjet's unique program that allows you to perfectly match your hours to fit your needs.

<sup>†</sup>Flexjet terms and conditions apply.

## ANYTIME OPTIONS

Yet another tool to sculpt your travel program to fit your needs, AnyTime<sup>SM</sup> Options lets you augment your program benefits. Add more guaranteed access to smaller or larger aircraft; increase your options for multiple use; take advantage of additional short-leg waivers.<sup>†</sup> You may purchase additional service benefits at any point during your contract over and above the benefits you already receive.

## SECONDARY SERVICE AREA

Complementing our Primary Service Area, which extends 200 miles beyond the U.S. border, our Secondary Service Area puts all of North America and much of the Caribbean within easy reach. Fly to your favorite getaway in Canada, Mexico, Central America, Bermuda, Cayman Islands and the Greater & Lesser Antilles – without ferry fees.<sup>†</sup>

## EUROPE, HAWAII: FERRY FEE WAIVERS

Challenger<sup>®</sup> aircraft fly to Hawaii or Europe with no ferry fees. Especially on trips of this length, a ferry fee waiver can result in substantial savings. A few restrictions apply – Owner Services will be happy to outline your options when you schedule your flight.<sup>†</sup>

## 25-HOUR SHARES

Another option when you are seeking maximum flexibility for your portfolio of travel solutions is to add a 25-hour share. This half-share option can be on your current aircraft type or on a different aircraft – and without a monthly management fee premium.<sup>†</sup>

# EXPERIENCE FLEXJET CUSTOMIZE YOUR COMMITMENT

► You are long past the point where limited airline schedules, crowded airports and security lines serve your demanding schedule. But perhaps you are still searching for the perfect solution to your travel needs.

That is why Flexjet offers a range of alternatives that let you experience our unmatched service, legendary aircraft and highly trained crews without investing in a new fractional share.

## THE WALKAWAY LEASE

Flexjet's WalkAway Lease allows you to lease hours in a superior aircraft that precisely meets your travel requirements while taking advantage of our unmatched service and experienced, highly trained crews. And you have the freedom to walk away if you find that your needs have changed. Or, when you are ready to transition to fractional jet ownership.

Designed to make your private air travel as easy and flexible as possible, a WalkAway Lease requires only a minimal deposit, low monthly lease and management payments and an hourly rate for each hour you fly. For program specifics\*\* and lease pricing, please contact our sales team at 1-800-FLEXJET (353-9538).

## PRE-OWNED SHARES

Occasionally, pre-owned fractional shares become available. A pre-owned share may provide you the value and depreciation benefits to suit your needs and the perfect opportunity to experience fractional jet ownership, often with less than a full five-year contract and a lower capital outlay.

## WEIGH YOUR OPTIONS

While the current economic uncertainty has many people thinking twice about long-term investments, the truth is that ownership terms have never been better. Opportunistic buyers are taking advantage of the best prices in our history.

As you consider which of our options best addresses your needs, discuss tax implications with a trusted adviser. Different rules apply to purchases versus leases or new versus pre-owned. Then contact one of our private aviation experts, and we will help you choose your perfect travel solution.



# FLEXJET EMPLOYEES WORK HARD TO SUPPORT HABITAT FOR HUMANITY

"It's been gratifying for our employees to see a project like this through from beginning to end, and especially fulfilling to meet and get to know the family."

— DONNA CAMPBELL,  
DIRECTOR OF OWNER SERVICES AND OWNER RELATIONS



► Inspired by our owners' immense and ongoing philanthropic generosity, Flexjet decided last year that, rather than sending individual holiday gifts, we would make a charitable contribution on behalf of our owners.

As a result, a Dallas-area family realized its dream of home ownership this summer, thanks to the generous spirit of our owners and the hard work of about 150 generous Flexjet employees. And we do mean hot, sweaty, physical labor. Sporting ball caps and Flexjet T-shirts, volunteers from all divisions of the company gave up their Saturdays to help build a home for a single mom and her four children.

Flexjet committed to a full house sponsorship with Habitat for Humanity, then pledged to contribute a substantial portion of the labor. Employees throughout Flexjet participated with enthusiasm. The project began in mid-May and continued most weekends until the home was finished in August.

## A MEANINGFUL COMMITMENT

The employee enthusiasm does not surprise Dave Gross, vice president of operations. He's been hard at work around Habitat construction sites, hammer in hand, a few weekends a year for the past five years. "I think we gained a whole new appreciation of the satisfaction our owners derive from the personal commitments they make to the many worthwhile causes they support," Gross says. "When you spend your own time, contributing to a noble objective — it's much more meaningful."

Volunteer effort coordinator Donna Campbell, director of owner services and owner relations, says, "It's been gratifying for our employees to see a project like this through from beginning to end, and especially fulfilling to meet and get to know the family."

The project was a good team-building exercise for Flexjet. There's nothing quite like climbing onto a roof on a hot Texas day to establish rapport and forge bonds among co-workers. "We have people who are very caring and giving," Gross says. "It's not just about them. They understand the powerful impact they can have by working together. I'm really happy with the way our folks stepped up to the challenge. We were all extremely gratified on Aug. 30 when we held a dedication ceremony and handed over the keys to the family."

# FOR WALTER STEWART, SERVICE IS A GROWTH INDUSTRY

► Have you ever had a project come to a screeching halt, your tight timeline crumpled and shredded somewhere in the dark depths of your do-everything office machine?

If you obtained that machine through Flexjet owner Walter Stewart's company, he'd have a technician on site in 90 minutes or less. Guaranteed. For every minute the technician is late, The Stewart Organization deducts 1 percent off the machine's monthly service bill. All the way to 100 percent. As you might imagine, Stewart's technicians are not often late.

## AMONG THE TOP 10

Operating from his base in the classic southern city of Birmingham, Alabama, Walter Stewart has capitalized on his uncompromising service emphasis to conquer the major metropolises of Dallas and Houston, meanwhile transforming his organization into one of the nation's top 10 independent office machine companies.

He says he couldn't have done it without Flexjet. Stewart uses his shares in a Learjet 40<sup>+</sup> XR<sup>+</sup> and a Challenger 300<sup>+</sup> to maintain a personal connection to his growing organization. But perhaps the most important contribution his business jets make, he says, is to keep his top people engaged at the ground level. In fact, Stewart estimates that he's personally aboard less than half of his company's Flexjet flights. "If the key people don't go and handle business in person, then things never, never work. The aircraft have enabled us to take our business and grow it in these new markets."

## SOLID, CONSISTENT

Stewart, with his unwavering focus on service excellence, finds Flexjet the perfect fit for his travel needs. He had been with another provider but needed a longer-range aircraft. After using two fractional providers for a year, he says, "I moved the rest of my business to Flexjet because of the level of service – solid, consistent and professional all the way through. Others are not in the same league as Flexjet. They simply do not operate as smoothly."

## THE PRICELESS POODLES

Despite his passionate and successful approach to business, Stewart definitely is not all work and no play. He and his wife, Audrey, love to relax in their home on the French side of St. Martin. They fly there five or six times a year, and they always take their girls – Monique and Celine, two well-pampered (by Stewart's own admission) miniature poodles. When asked if the precious pups present any travel challenges, Stewart replies, "The crews have always been great. And the dogs travel well. It's really been a non-issue all the way around."

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"Commercial air travel is so difficult and tiring, people start looking for excuses. They start thinking about how they can handle it by telephone or Internet. And you just can't."

— WALTER STEWART,  
FLEXJET OWNER AND CHAIRMAN,  
THE STEWART ORGANIZATION

# AVIATION INDUSTRY COMBATS MISPERCEPTIONS

► The private aviation industry – hit as hard as any sector of the global economy by the economic downturn – has been fighting to combat unfounded negative perceptions that mushroomed as the recession took hold. Manufacturers such as Bombardier have been taking the initiative to illustrate the critical importance of business aviation to generate and sustain economic growth. And the long-term prospects are encouraging: Bombardier projects that, after this temporary downturn, business aviation will recover to nearly double the current fleet over the next decade – from a worldwide fleet of 13,600 in 2008 to 23,800 by 2018.

## USEFUL RESOURCE

One of the most important initiatives is the "No Plane No Gain" campaign, a joint project of the National Business Aviation Association (NBAA) and the General Aviation Manufacturers Association (GAMA). We know that Flexjet owners need no convincing. But if you're looking for facts, testimonials or commonsense explanations, we recommend the campaign's website, [noplanenogain.org](http://noplanenogain.org). It's an excellent resource for nuggets to use when the discussion turns to the value of private aviation.



# LIVING INSIDE THE BOX

FLEXJET OWNERS HOWARD & CINDY RACHOFSKY DONATE THEIR ART & THEIR SHOWCASE HOME

► Howard and Cindy Rachofsky seemed to have everything going for them. A world-class collection of contemporary art. A home in Dallas designed over a 10-year period by internationally renowned architect Richard Meier, with the specific intention of providing a dramatic showcase for their ever-evolving collection.

The Rachofskys lived together in their stunning house, constantly adding to their collection and hosting a growing number of charity events – most notably the annual Two x Two for AIDS and Art, which quickly became a major fund-raiser as well as *the* social event in Dallas.

Then they gave it all away. Well, not everything. Howard and Cindy still share their art obsession and their passion for philanthropy.

## A NEW BLUEPRINT FOR PHILANTHROPY

In 2005, Robert and Marguerite Hoffman invited the Rachofskys and Rusty and Deedie Rose to join them in a bold move: the tight-knit group of friends agreed to jointly donate their substantial and important collections to the Dallas Museum of Art. The donation sent a shock wave through both the philanthropy and art

communities – such that this sort of act of generosity now is known as the “Dallas model.”

The Rachofskys were not satisfied just donating their collection. They gave away their house, too, so that it continues to serve both as an architectural masterpiece in its own right and as an unmatched showcase for their art, which they continue to collect.

## AN OBSESSION FOR ART

Howard Rachofsky stopped into a small Dallas gallery in the early 1970s and, though he did not know it at the time, his life changed. “I started out like many collectors, buying one piece at a time, very tentatively. An interest became a curiosity which became a collection which became a passion which became an obsession. It was the combination of exploring the ideas of contemporary art and enjoying the experience of it.”

That obsession drove Rachofsky to commission Meier to design a house that would do justice to his extensive art collection. Located on a major Dallas thoroughfare, the house soon became a hotspot for educational gatherings and fund-raisers.



Howard Rachofsky, Bonnie Pitman, Sigourney Weaver, Cindy Rachofsky, Jaime Niven

## TWO X TWO FOR AIDS AND ART

In 1999, the Rachofskys agreed to host a charity auction to benefit two causes for which they cared deeply – the Dallas Museum of Art and amfAR, the Foundation for AIDS Research. They organized the first Two x Two for AIDS and Art in just six weeks. And raised \$300,000.

“It has been said there is nothing more powerful than an idea whose time has come,” Howard Rachofsky says. “That phrase has deep resonance for us as we consider amfAR’s work in the battle against HIV/AIDS. When you marry that important mission to our profound and personal belief in the life-enhancing potential of art, you understand why Cindy and I have been proud to host the Two x Two event for the last 10 years.”

## AN AFFAIR TO REMEMBER

The gala receives generous donations of significant contemporary art from artists and dealers worldwide. About 400 people convene at the Rachofsky House for a black-tie dinner, entertainment, celebrity hosts and the art auction. Peter Doig – considered one of today’s greatest painters – has agreed to be the honored artist for this year’s 11th annual event. “It really is a lot of fun,” Rachofsky says.

## TWO X TWO FOR AIDS & ART 2009

### Saturday, October 24, 2009

Eleventh Annual Dinner and Art Auction

Benefiting the Foundation for AIDS Research (amfAR) and Dallas Museum of Art.

Black-tie gala dinner featuring live and silent auction of significant contemporary art and unique luxury items.

*The Rachofsky House, Dallas*

*For more information, please contact Melissa Meeks at 214.265.9721 or [Melissa@rachofskyhouse.org](mailto:Melissa@rachofskyhouse.org)*

### Sunday, October 25

Brunch, Presented by Flexjet

2009 amfAR Award of Excellence for Artistic Contributions to the Fight Against AIDS

*Christen and Derek Wilson Home, Dallas*

**“It is fascinating that even last year in what was the beginning of very difficult economic times, we had a hugely successful year, raising \$4 million at the auction. We know this year will be more of a challenge, but we certainly hope and expect it to be equally successful.” – HOWARD RACHOFSKY**

To date, Two x Two has raised more than \$21 million, becoming amfAR’s single-largest U.S. fund-raising event while also funding more than 70 major contemporary art acquisitions for the museum.

## FLEXJET HELPS THE CAUSE

Two x Two has grown in other ways, too, becoming a weeklong series of events with each evening designed to engage a different collecting audience. The week concludes with an intimate Sunday brunch for patrons and sponsors at the home of a Dallas art collector, to recognize the year’s honored artist.

“In the last few years, Flexjet has been gracious enough to be the host of this Sunday brunch,” Rachofsky says. “The incredible support we receive from our generous sponsors like Flexjet means a great deal to us. It enables us to keep the event going and at a level that matches what our patrons and our artists have come to expect.”

## HOWARD RACHOFSKY ON FLEXJET: IT’S ALL ABOUT THE PEOPLE

Howard and Cindy Rachofsky own a share of a Learjet 60; using it for both business and pleasure. They have been strong Flexjet proponents since becoming owners several years ago.

“When I first thought about purchasing a fractional share, I interviewed five or six different companies,” Howard Rachofsky says. “And I was taken by the people at Flexjet, by their attention. I found that they were very accessible, anxious to be helpful and to find solutions to quirky issues that we might raise. And we liked the planes in their fleet. Flexjet serves our needs. We’ve had a very good and successful relationship with them. One we intend to continue.”

“In terms of being able to make quick decisions and move in a hurry, Flexjet is ideal. For example, very often we fly to New York on one- or two-day trips to solicit art for our event. To be able to go up on a moment’s notice and come back, and still carry on your life in a normal way, is something that would be difficult if you had to depend on the vagaries of commercial flight schedules.”

# BEYOND THE ORDINARY IN VANCOUVER, WHISTLER

## VANCOUVER

Our visit begins at the **Opus Hotel**, close to the inner harbor as well as some of the city's best shops, spas and restaurants. This stylish boutique hotel delivers exquisite service in a fresh, contemporary setting that blends vibrant colors into unique and varied room décor.

It is a short drive through the heart of downtown to explore **Dr. Sun Yat Sen Chinese Garden** – where 52 master craftsmen have fashioned natural elements into a distinctive expression of Chinese culture – the first of its kind in North America. From the garden, we venture up to **Stanley Park** to marvel at the park's **totem poles** – colorful examples of British Columbia First Nation artistry, each with its own story to tell. And since we will be out and about at midday, we will be sure to listen for the **Vancouver horns** as they trumpet the initial notes of the national anthem, *O Canada!*

As we head back downtown, we leave plenty of time for a private guided tour of the renowned **Vancouver Art Gallery**. The tour promises depth and insight with inside stories, background and fascinating details. The professional animators who lead these indoor excursions tailor the presentation to match your level of art knowledge. Then we return to the Opus for a well-deserved rest or perhaps an innovative cocktail at the lavish, sophisticated Opus Bar – where the manager constantly creates sensational new tastes.

The next day, we combine fresh air and invigorating exercise with an educational experience on an **Ecomarine Kayak Tour**. Tours from May through mid-September explore the city's cultural and natural history, marine life, the temperate rainforest – even the shimmering moonlight and sparkling city lights of a serene evening paddle. Then we are ready to explore the British Columbia countryside, embarking on a **Chef & Chauffeur** culinary adventure. Tastemaker Diana Becker melds the very best of British Columbia's bounty into an unforgettable experience. Tailored for the most discriminating patrons who require the utmost in quality and service, Becker's excursions – available June to October – range across the region, exploring venues only the most perceptive and determined local expert could discover.

► The trend-setting and the sublime abound in southern British Columbia. There is almost no end to popular and rewarding sights. This trip, we plan to explore a few of the lesser-known gems in Vancouver, one of the world's great cities, and Whistler, a ski and outdoor recreation area without peer – where exclusive experiences await the more discerning, adventurous traveler.

## WHISTLER

A quick but spectacular drive north along the Sea to Sky Highway – or an even briefer and more awe-inspiring float-plane flight – brings us to Whistler, one of the world's premier mountain resorts, nestled among magnificent scenery, hundreds of shops, skiing, golf and nearly every type of outdoor recreation imaginable. Among those activities, we choose a few especially memorable options.

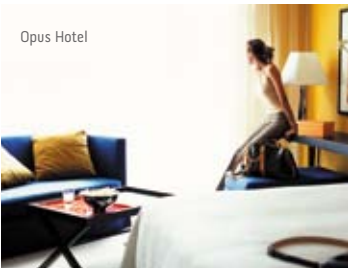
First we hop aboard a powerful, heated snowcat for an amazing day of catskiing or snowboarding in pristine powder far from the crowds. From mid-December through April, **Powder Mountain Catskiing** provides transportation and a certified guide to ensure an optimal experience. The next day we top that with a sensational helicopter ride to a high alpine powder slope with **Whistler Heli-Skiing** – an adventure open to anyone who can handle intermediate ski runs.

After two exhilarating days on the slope, we look for a more serene experience, away from the mechanized world. Nothing could be more quintessentially Canadian than our **dog-sled tour** through the stunning snow-covered forests of Whistler Valley, with spectacular views of the 2010 Olympics venues. An excellent family outing that is available year-round, we choose an option that includes gourmet dining at Callaghan Lodge and learning to drive a team of Alaskan racing huskies ourselves. We note that next visit we will plan to take an unforgettable summer trek through high alpine snow.

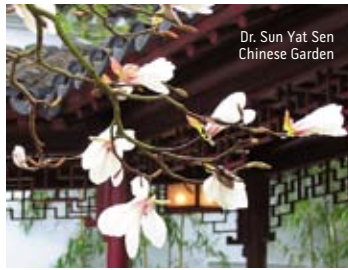
We finish our tour with an educational experience in the backcountry, visiting a bear den, daybeds and feeding sites with researcher **Michael Allen**, who has been studying the black bears of Whistler and Blackcomb mountains for nearly a quarter century. Allen, who conducts personalized tours from May through October, takes us in a comfortable four-wheel-drive vehicle through beautiful hemlock cedar forests to view these wild bears in their natural habitat.

These are but a few of the extraordinary experiences that abound in British Columbia. During our visit, we discovered even more adventures to pursue – and resolved to return as soon as time permits.

Opus Hotel



Dr. Sun Yat Sen Chinese Garden



Ecomarine Kayak Tour



Whistler Skiing



Downtown Vancouver and Canada Place



Totem Pole at Stanley Park



## PLANNING YOUR TRIP

**Stanley Park**  
[vancouver.ca/Parks/parks/stanley](http://vancouver.ca/Parks/parks/stanley)  
604-257-8400

**Ecomarine Kayak Tour**  
[ecomarine.com](http://ecomarine.com)  
888-425-2925

**Whistler Heli-Skiing**  
[whistlerheliskiing.com](http://whistlerheliskiing.com)  
1-888-HELISKI

**Opus Hotel**  
[opushotel.com/vancouver](http://opushotel.com/vancouver)  
604-642-6787

**Vancouver Horns**  
[panpacific.com/Vancouver](http://panpacific.com/Vancouver)  
604-662-8111

**Chef & Chauffeur**  
[chefandchauffeur.com](http://chefandchauffeur.com)  
604-267-1000

**Dog Sledding**  
[whistler.com/dog\\_sledding](http://whistler.com/dog_sledding)  
1-800-WHISTLER

**Dr. Sun Yat Sen Chinese Garden**  
[vancouverchinesegarden.com](http://vancouverchinesegarden.com)  
604-662-3207

**Vancouver Art Gallery**  
[vanartgallery.bc.ca](http://vanartgallery.bc.ca)  
604-662-4719

**Powder Mountain Catskiing**  
[powdermountaincatskiing.com](http://powdermountaincatskiing.com)  
1-877-PWDR-FIX

**Michael Allen Bear Viewing Tour**  
[whistler.com/bear\\_viewing](http://whistler.com/bear_viewing)  
1-800-WHISTLER

## NOTES FROM THE CELLAR: COLLECTING

Paul Roberts  
Master Sommelier &  
Estate Director-BOND Estates  
[www.bondestates.com](http://www.bondestates.com)

The world of fine wine has never been so exciting. Mother Nature has graced us with remarkable vintages from all corners of the Earth. Following are a few of the wines that I have been buying for my personal cellar, and highly encourage anyone to buy.

**2007 German Whites:** *2007 is an inspired year for the great wines of Germany, producing a bevy of remarkable bottlings, especially with the dry wines. While Germany is usually anathema to most collectors, as they feel that the wines are sweet, the 2007s are a return to a classic, minerally drier style.*

### Recommendations:

Fritz Haag 2007 Riesling  
"Brauneberger Juffer" Kabinett (Mosel)

Donnhoff 2007 Riesling  
"Oberhäuser Brücke" Kabinett (Nahe)

### 2004 Brunello di Montalcino:

*A glorious year in this hallowed Tuscan appellation. Wines of great breed, texture and intensity. One of the greatest vintages EVER for Brunello di Montalcino!*

### Recommendations:

Ciacci Piccolomini 2004  
"Vigna di Pianrosso"

Uccelliera 2004

**2005 Cabernet Sauvignon from the Napa Valley:** *Speaking of the wines from my home turf... Napa Valley has produced a dynamic set of wines in 2005. The 2005s have classic structures and a wonderful purity of fruit. A vintage in which the top wines will improve for decades.*

### Recommendations:

2005 BOND St. Eden

2005 Colgin Tychson Hill



## NAPA VALLEY VINTNERS: WORKING AS ONE TO PROMOTE BRILLIANCE

► Think fine American wine and your thoughts naturally turn to Napa Valley. That's partly because fortune has smiled on this compact valley between the Mayacamas and the Vaca mountains. Ideal Mediterranean weather. An optimal blend of warm sunny days and delightfully cool evenings. A profusion of superlative soils. In other words, a perfect storm of terroir.

But outstanding wines do not simply spring forth from the vine. The valley's winemakers, who decades ago earned international reputations as true masters, draw on both science and art to conjure their magic and capture it in a bottle.

Their association, Napa Valley Vintners, has labored just as hard to preserve their wine paradise. Founded in 1944 with just seven members, the organization celebrates its 65th year in 2009, boasting more than 350 members and a long history of cooperative effort aimed at producing the world's finest wines.

That unwavering dedication to excellence makes the vintners' group an ideal partner for Flexjet. The two organizations complement and amplify each other's unique strengths at a variety of events that provide Flexjet owners with exclusive opportunities to explore the high art of fine winemaking with the world's foremost experts – the vintners of Napa Valley.

### AUCTION NAPA VALLEY

A fund-raiser to help meet a variety of Napa Valley community needs, Auction Napa Valley has donated more than \$90 million since 1981. For the 2009 auction, Flexjet contributed to the "Ultimate New York Experience," which provided a round-trip flight from anywhere in the United States to the U.S. Open men's tennis finals in New York, part of a luxury four-day package that attracted a six-figure final bid. This multi-day event – a major annual highlight for many lovers of truly exceptional wine – celebrates its 30th anniversary in 2010. For more information, visit [www.napavintners.com](http://www.napavintners.com).

### TASTE NAPA VALLEY

Flexjet serves as a sponsor when top Napa vintners conduct exclusive wine-tasting events in major cities around the United States and Canada. "We bring our vintners to a lovely event with Flexjet owners," says Terry Hall, communications director for Napa Valley Vintners, "and they get one-on-one time with some of the best winemakers in the world, and learn about what goes into that wine, and really gain an in-depth appreciation for it."

### CONCOURS d'ELEGANCE

Once a year, golfers on the 18th fairway at Pebble Beach Golf Links stand aside to let the world's most rare and elegant automobiles play through. Flexjet sponsors this graceful event with a hospitality venue that provides a unique vantage point for guests to enjoy the display of more than 200 classic, exotic and historic automobiles from around the world. While enjoying the spectacle and conversing with fellow automobile aficionados, Flexjet's guests enjoy exquisite wines supplied by Napa Valley Vintners.



You can maximize the convenience and ease of your travel with Flexjet by being aware of our Peak Days. Each year, we designate 10 days during the calendar year as Peak Days, in which certain operational procedures are in place due to high travel requests.

To accommodate all Flexjet owners who request a trip for a Peak Day, we simply ask that you book and finalize your travel arrangements 48 hours prior to 12:01 a.m. on the Peak Day. Please allow for some departure time flexibility.

Offsetting Peak Days, there are many more Low-Season Days when travel demand is lighter than average. Those dates allow you to use your Low-Season upgrades and downgrades – as specified in your contract – for even greater flexibility.

## 2009

November	25 29
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December	26 27
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## 2010

January	2 3
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February	11 12 15
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November	23 24 28
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December	26 27
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If you have any questions about scheduling a trip on a Peak Day, please call your Owner Services representative at 866-286-6711.



# FLEXJET CALENDAR

**FLEXJET**  
BY BOMBARDIER

## OCTOBER

20-22	National Business Aviation Association Annual Meeting and Convention	Orlando, FL
21-22	Committee of 200	Atlanta, GA
26	Taste of Napa	Toronto, Canada
27	Young Presidents' Organization (YPO)	Tulsa, OK
28	Taste of Napa	Tulsa, OK
28	Young Presidents' Organization (YPO)	Chicago, IL

## NOVEMBER

4	Owner Advisory Board	Dallas, TX
16	Taste of Napa	Boston, MA
18	Luxury Market Council	Dallas, TX

## DECEMBER

1	Deal-Making in Healthcare	New York, NY
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Facsimile: 1-877-225-7329

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Richardson, TX 75080 USA

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