



# THE ENLIGHTENED BUSINESS TRAVELER

POWERING A NEW ERA OF BUSINESS PROSPERITY

WRITTEN AND PRODUCED BY MARK PATIKY

The recovering U.S. and global economy is creating new business opportunity, but as new prospects develop across the globe, the ability to get there quickly and efficiently—before the competition—becomes essential. “When the economy took a nosedive, people were so focused on problems they really ignored the opportunities,” says Walter Stewart, founder and CEO of The Stewart Organization. “We just flew through it. We never slowed down the use of our aircraft. Our business kept growing, and we’re

probably twice the size we were before the downturn.” Enterprising companies like Stewart’s are seizing untapped market potential, thanks to business aircraft that allow them to react with speed and agility. What’s remarkable is that you don’t even have to own business aircraft to gain all the valuable benefits. Thousands of companies and individuals own fractional shares or prepaid jet cards, and thousands more enjoy the freedom of on-demand charter. With so many choices available, there’s an affordable option for businesses of all sizes.

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## GAINING MOBILITY IN A GLOBAL MARKETPLACE

### Fractional Ownership and Jet Cards

A fractional share or a jet card makes business aircraft easily accessible to thousands of companies and individuals who want the advantages without the ownership responsibilities. Through fractional shares, you invest in an aircraft at a fraction of the cost of full ownership and pay monthly management fees plus a fixed hourly rate, but only for time spent aboard. Exchange hours for a larger or smaller aircraft as needed, or more than one aircraft at a time if desired. Your plane is guaranteed to be ready when you are anywhere across the nation.

Jet Cards, typically sold in 25- to 35-hour increments, make it even easier. While flight-hour charges are higher than those that fractional owners pay, there is no long-term contract, capital investment or monthly fee.

### NETJETS

NetJets, owned by Berkshire Hathaway, remains the oldest, largest and most experienced provider, with a global fleet of more than 700 jets. In the U.S., NetJets offers 13 different aircraft types ranging from the ultra-fuel-efficient small-cabin aircraft to globe-spanning ultra-long-range jets. “Companies are getting back to business,” says NetJets CEO Adam Johnson. “They are flying more and they are pursuing business opportunities in anticipation of the economy improving.” To meet

growing demand, a wide range of new aircraft is coming online, including the fast, economic Embraer Phenom 300 Platinum Edition and the mega-range Bombardier Global aircraft.

With operations in Europe as well as the U.S., NetJets is uniquely positioned. Hop off your commercial flight in London and gain direct NetJets access to thousands of international locations. Soon you’ll be able to do the same thing in Hong Kong. NetJets recently announced a new joint venture in China called NetJets China Business Aviation Ltd., based in Zhuhai.

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Adam Johnson, CEO, NetJets

NetJets’ popular Marquis Jet Card makes business aviation benefits even more accessible. This single prepaid card offers all the advantages of NetJets fractional ownership 25 hours at a time, and it provides guaranteed access on any of nine NetJets aircraft in the U.S.

In Europe, the NetJets Private Jet Card™ offers similar opportunities. Card owners can exchange hours for other aircraft, and with a combo card they can split hours between two different aircraft models.

NetJets also offers charter and whole aircraft management through Executive Jet Management.

## FLIGHT LOG // THORSON INSURANCE SERVICES, INC.

### David Thorson, CEO

**Business:** Multiple associated insurance companies offering a wide range of insurance and financial products

**Aircraft:** NetJets/Marquis Jet Card: Cessna Citation Excel and Citation Sovereign



With offices in California’s San Fernando Valley and a premium on time, Thorson realized that a shortage of commercial flights to his frequent destinations was his greatest liability. He needed a more effective travel policy, and he found it with the Marquis Jet Card. Now those benefits fit in his pocket as easily as his budget, and his plane is less than 15 minutes away.

Thorson buys flight time on two separate cards, but he exchanges hours on either card for other aircraft in the NetJets fleet depending on the length of the trip or the number of people traveling. Because the cards have no contracts or monthly fees, they’re perfect for his unpredictable schedule and today’s uncertain economy.

Typically he makes multiple stops a day on trips throughout the western states, conferring with clients in off-the-beaten-path locations, meeting prospects and evaluating new acquisitions. A major benefit for Thorson is that he can take advantage of business opportunities that he might otherwise pass up: “When you have this kind of flexibility, it really makes your company so much more efficient,” he says.

## CHANGING THE WAY YOU DO BUSINESS FOREVER

Even the smallest companies are getting an edge on the competition with business aircraft. If you need to visit customers, plants or prospects or generate opportunity, and still want to have time to keep your company running at peak performance, a business aircraft is the tool of choice. And it's not just for the C-suite: A Harris Interactive study shows that nearly 80% of business aircraft passengers are middle managers or technical, sales or service staff. With seven, ten or more seats available, business aircraft flyers can work in a secure, comfortable environment equipped with high-speed Internet and cell phone communications. That means they can be as productive aloft as they are on Earth.

So why not fly commercially and save money? ASG Software Solutions CEO Arthur Allen counters, "You need to look at value, not just cost." While airlines in the U.S. only serve about 450 airports, business aircraft touch down at more than 5,000 local airfields that serve local communities and large metropolitan areas with amazing efficiency. A trip that takes the better part of a day commercially may take only an hour or so in a business aircraft, and you'll likely land minutes away from your final destination.

The disparity in speed and convenience compared with airline travel will only grow. Higher fares, longer lines, more delays and scaled-back service will likely persist. Combine that with corporate cost-cutting and slimming management ranks, and it becomes increasingly clear that conquering time and space will be key factors in the new economy. This



is not the time to be waiting for the next airline flight.

*The Enlightened Business Traveler* is your ticket to this new world of travel. It examines the wide range of aircraft and the new technologies associated with them. It highlights access options that open the skies to businesses of all sizes. And it illustrates how companies and entrepreneurs with varied travel requirements are strategically employing business aircraft to meet today's challenges and create tomorrow's opportunities.

## FLIGHT LOG // THE DUCHOSSOIS GROUP, INC.

### Richard L. Duchossois, Founder and Chairman

**Business:** Electrical and wireless communication products for home and office

**Aircraft:** Dassault Falcon 2000 EX, Falcon 7X and NetJets Falcon 2000



Headquartered in Elmhurst, Ill., The Duchossois Group comprises a portfolio of ten family-owned, diversified businesses. The company has offices, customers and suppliers across the globe, so its Dassault Falcon Jets are valued assets. "These airplanes are absolutely essential to our business," says Richard Duchossois. "Without the jets to move faster and more effectively, we would need a great deal more people. The hours saved are enormous," he explains. "You can go anywhere in this country with our aircraft and return in one day. The convenience, the absolute flexibility is remarkable. We can have the order in our pocket while our competitor is still waiting to get on a commercial flight."

Duchossois will add a new large-cabin tri-jet Falcon 7X to its fleet this summer. The new jet has impressive fuel economy plus the ability to negotiate shorter runways, and will expand Duchossois' global reach from its local Palwaukee, Ill., airport nonstop to Japan, northern China, Europe and the Middle East.

## FLEXJET

Flexjet President Fred Reid attributes the company's success to its fractional ownership fleet of Bombardier Learjet 40 XR, 45 XR and 60 XR; the super-midsize Challenger 300; the intercontinental-range Challenger 605; and the soon-to-arrive all-composite Learjet 85. Flexjet is unique in that it allows owners with share sizes of 100 hours or greater to qualify for round-trip pricing discounts.

Reid also touts the incredible advantages of Flexjet's wide-ranging and versatile fractional and jet card options, which include the following:

- The **Versatility Plus** program enables owners to fine-tune usage as flight requirements change. Owners can buy additional hours for any aircraft or sell unused hours through an exchange pool, regardless of the aircraft owned.
- The **Flexjet 25 Jet Card**, operated by Jet Solutions, is ideal for those with limited or variable travel requirements. The Flexjet 25 is available in 25- or 35-hour increments in five Bombardier aircraft types. Each card has four pricing options that offer larger savings when fewer peak travel days are required, and cards can be split between two different aircraft.
- The all-new **Flexjet 25 Debit Card** has a lower initial cost than the Flexjet 25 Jet Card and offers enhanced flexibility. Instead of committing to a specific aircraft or number of nonpeak travel days, Flexjet 25 Debit Card holders can fly anytime using the



fleet aircraft best suited for the trip. Fixed per-hour costs for the aircraft selected are then deducted from the balance.

- The innovative **Flexjet One** program is designed for those with substantial but variable flight requirements. Buyers purchase 100% of any fleet aircraft, fly as much or as little as they like and earn revenue for the unneeded hours they lease back to Flexjet. Flexjet manages all operations and maintenance, and buyers gain all the advantages of whole-aircraft ownership combined with an array of fractional benefits.

In addition, Flexjet's strategic alliance with European-based VistaJet guarantees the availability of any Bombardier aircraft in VistaJet's wholly owned fleet for fractional and card owners traveling internationally.

## FLIGHT LOG // THE STEWART ORGANIZATION

### Walter Stewart, Chair

**Business:** Document equipment dealer and supplier

**Aircraft:** Flexjet Learjet 40 and Challenger 300



After Walter Stewart opened his document equipment dealership in Birmingham, Ala., he quickly realized that airline schedules were limiting the company's market expansion. "Travel is essential for us," says Stewart. "There were trips we were making that took multiple days by airlines, and there were trips we needed to take but didn't because of the inconvenience." That's lost opportunity, he says. "If you're wasting time with all the disruptions of commercial travel, you're just not getting your business done."

Stewart turned to Flexjet, and his business literally took off. By enabling key managers and support staff to shuttle back and forth with ease on the Learjet 40, he was able to open offices in Dallas and Houston with minimal staffing. "Gaining access to a market like Dallas-Fort Worth really changed our whole world. It let us leapfrog from a market of 1 million people in Birmingham to a market of 13.5 million." On longer trips across the country, Flexjet's Wi-Fi-equipped Challenger 300 is the answer.

"We couldn't keep our key people and make it work asking them to fly commercial," he says. The proof is bottom-line value: "When you look at revenue per employee, we're achieving twice the industry standard."

## FLIGHT OPTIONS

Flight Options CEO Mike Silvestro is bullish about a continued economic recovery, though he understands that companies and individuals are still looking for value. “It’s a very attractive time to buy fractional,” he says. “Values are excellent and barriers to entry are significantly reduced.”

So it comes as no surprise that Flight Options’ innovative fractional programs are drawing considerable attention. The fractional fleet—comprised of both new models and top-quality, pre-owned, fully refurbished and modified older aircraft—offers unsurpassed value:

- The **Phenom 300** sets the bar for economy, speed and performance.
- The **Nextant 400** is a complete reincarnation of the venerable Hawker 400 XP, featuring a 30% lower operating cost, a thousand-mile range increase, a latest-technology digital cockpit, all-new interiors and new fuel-efficient Williams engines.
- The ever-popular Flight Options **Citation Xs** are undergoing a total makeover inside and out, including winglets for greater fuel economy and improved performance at a cost that will compete favorably with that of the current Hawker 800 XP.
- The **Embraer Legacy 600**, for which Flight Options remains the exclusive provider of fractional shares, boasts a large-jet cabin that can accommodate up to 13 passengers at a midsize-jet price.



Flight Options’ jet card programs are equally value focused and create new levels of accessibility:

- **JetPASS Cards:** Sold in 25-hour increments for the Hawker 400XP, the Hawker 800 XR Citation X and the Legacy 600, they are ideal for those with more modest flight-time needs.
- **Jet Club Membership:** Introduced last year, this program combines Phenom 300 jet card benefits with fractional per-hour pricing. After a one-time fee, members can purchase up to three 25- or 50-hour time blocks over 36 months.

## FLIGHT LOG // DATA-MAIL, INC.

### Andy Mandell, Founder and CEO

**Business:** Direct mail production for telecommunications, financial services and publishing companies

**Aircraft:** Flight Options Hawker 400XP



From a humble start in 1971, Newington, Conn.-based Data-Mail, Inc., has become one of the largest-volume direct mail producers in the nation under the direction of Andy Mandell and his wife Joyce. His programmers, production managers and marketing and sales teams are critical to business, so saving time and increasing their productivity is essential, says Mandell. That’s why he turned to Flight Options.

Using a Flight Options Hawker 400 XP, Data-Mail can send a team of six or seven on short notice to visit prospects and customers in smaller cities that have no direct airline service, and then get them back the same day, says Mandell. The jet flights save time and money by eliminating multiple fares, hotels, meals and car rentals. With the company plane, Mandell provides a higher level of customer service; and since his team can collaborate face-to-face on intricate requirements for printing, personalization and mailing, that leads to more sales. Most important, explains Mandell, it saves wear and tear on his most productive people. They can spend precious evenings with their families, they feel rested and they’re more productive when they return to work the next day. “That’s a very big advantage,” he says.



priorities, preferences and a menu of options optimized for each flight, giving flyers the flexibility to change their departure times, switch to alternate airports and more. Pricing benefits apply depending on flexibility.

Innovative XOJET programs include:

- **Fixed Price Charter**, pioneered by XOJET, is available for nearly 20,000 routes across the nation.
- **Preferred Access™** is a debit-card-meets-loyalty program through which flyers can select from the full XOJET menu of options for each trip. Flight charges are deducted from the card. After an initial, fully refundable deposit, bonus credits can be applied to future travel.
- **Coast2Coast™** enables those who fly only three times per year on any of 88 coast-to-coast routes to save 25% to 30% over comparable fractional or card programs.

- **One- to three-year customized memberships** can be tailored specifically to an individual's or company's typical flying patterns.
- **Elite Access™**, XOJET's newest option, is based on an annual commitment to 50 flight hours, but with flights guaranteed for any of XOJET's Challenger 300s and Citation Xs, and pay-as-you-fly fixed hourly rates, this is a compelling alternative to fractional ownership and jet cards. Flight costs are lower than for fractional ownership, and there is no capital investment requirement or monthly management cost. Also, unlike jet cards, initial deposits or membership fees are not required.

## NEW JETS, LONGER REACH, GREATER UTILITY

As the global economy continues to blossom, business interests are turning to the Far East—and several new ultra-long-range jets are ready to take you there:

- **Gulfstream's G650**, due for certification this year, will be the world's fastest business jet. With a 7,000-statute-miles range, it will be able to fly farther than any other business jet in production. No location on Earth will be more than a single refueling stop away.
- **The Dassault Falcon 7X** can fly you nonstop between Chicago and Tokyo or London and Taiwan. With military-inspired

## FLIGHT LOG // ASG SOFTWARE SOLUTIONS

**Arthur Allen, Founder and CEO**

**Business:** Enterprise software

**Aircraft:** Gulfstream G550



Using his global-range Gulfstream G550, Arthur Allen turned a \$25 million a year enterprise software business into a \$375 million company with customers and business partners in 32 countries. "Without the jet, ASG Software would probably be a \$35 million company," he says. "It has totally changed the way we do business."

On business trips across Europe and Asia that can last four to six weeks, as many as 12 people—including software developers, product managers, and marketing and sales executives—may travel, and they can touch down nearly anywhere in the world, Allen explains. "You just can't replace that personal one-on-one relationship when you are doing business anywhere," he says.

He selected the Gulfstream primarily for its massive range and exceptional safety. Configured with 17 seats, the Gulfstream becomes an airborne hotel, restaurant and conference room. "That's where I live 250 days a year," he says.

Allen and his managers can run the company as easily at 50,000 feet and 500 mph as they can from the company's Naples, Fla., headquarters. After landing, Allen often holds lunch and dinner meetings on board in the comfort of an office suite equipped with every conceivable presentation tool, secure satellite communications and high-speed broadband connectivity.

## FLIGHT LOG // A. C. ALLEN & COMPANY

### Clinton Allen, CEO

**Business:** Corporate consulting and training organization for public company directors

**Aircraft:** Avantair Piaggio Avanti



In a business career spanning more than 40 years, Clint Allen founded Blockbuster Entertainment, served as chairman of a New York Stock Exchange member firm, was the interim CEO of the Miami Dolphins NFL Football Organization, and served on the boards of 20 public and private companies. During that time, he regularly traveled around the country on corporate jets to gain the tremendous time-saving benefits. Now, as founder and president of Corporate Directors Group and his own consulting firm, he's gaining even greater value.

"For people who want to fly but carefully watch the bottom line, Avantair offers huge advantages. The Avanti makes me so much more efficient and productive," he says. "It's fast, roomy and cost effective. The cabin is wide, the seats are big, and I can stand up and stretch my legs. I'm 6'2" and 225 pounds. You start squeezing people my size into a light jet and it just does not work."

Allen typically flies with four or five people. "By the time we arrive, we've had a business meeting. We save time, we save wear and tear, and we get a lot done in a day." The benefits are tangible: "We've been more profitable simply because I am willing to take those trips, and the Avanti allows me to do that so much more often," says Allen.

### AVANTAIR

Avantair is the exclusive provider of fractional shares in the twin-turboprop Piaggio Avanti. With a plane that's big on performance and small on price, Avantair makes fractional ownership sensible and affordable. The Avanti's miserly fuel consumption—40% better than that of smaller jets—is really turning heads in the wake of rising fuel prices, says Avantair CEO Steve Santo.

The uniquely designed Avanti quickly climbs to 41,000 feet, well above weather and airline traffic; cruises at 460 mph; and offers a quiet stand-up cabin rivaling that of many midsize jets. "It's a combination of efficiency and value that's hard to beat," Santo says. But the Avanti is only part of Avantair's success formula: A focus on safety and service draws high praise from owners, as does the single-price monthly billing plan, which Avantair pioneered. Designed to simplify budgeting, the plan combines management fees and flight-hour charges into a predictable monthly bill. According to Santo, Avantair also is currently adjusting operating costs to reflect realistic fuel prices without the need for surcharges—which means no surprises after the flight.

In addition, the single-payment Edge Time Card makes Avantair benefits even easier to acquire by providing air time in 15- or 25-hour increments. The Axis Lease program makes the same advantages more economical and practical. It can be structured from one to five years, eliminates major capital investment and market value concern, and adheres to fractional ownership flight-hour cost structures.



## FRACTIONAL ALTERNATIVE

Uniquely different, XOJET takes on-demand charter and jet membership to new heights with a wholly owned, all-Wi-Fi-equipped fleet of new Cessna Citation X, Bombardier Challenger 300 and Hawker 800 XP aircraft. The company's approach is so distinctive that it has tripled in size within the past 24 months.

XOJET melds the quality, consistency and safety of fractional ownership with the no-commitment simplicity of charter. It also takes private air travel a step farther by tailoring travel not just for each client, but for each specific trip, explains CEO Brad Stewart.

XOJET consultants work closely with each client to examine

## FLIGHT LOG // ANGEL MEDICAL SYSTEMS

**David Fischell, Ph.D., CEO**

**Business:** Medical device developer

**Aircraft:** Embraer Phenom 300



Entrepreneur and inventor Dr. David Fischell has founded nine biomedical device companies in the last 15 years, including Shrewsbury, N.J.-based Angel Medical Systems. Angel Medical Systems is in the crucial stages of completing its clinical trial to gain FDA approval for the company's implantable heart attack alerting system, a Fischell invention.

Remaining in close contact with hospitals at more than 50 clinical trial sites around the country that recruit patients, implant devices and monitor progress is essential to Fischell's business, but flying commercially to individual sites could take an entire day. Now Fischell and his medical team travel on an Embraer Phenom 300 and land at local airfields in Petoskey, Mich., Hammond, La., or Huntsville, Ala., just minutes from their final destinations. They can visit three or more locations in a day with plenty of time for essential meetings, consultations and presentations.

The small Embraer 300 offers the spaciousness of a midsize jet, 500-mph cruise speed and near-coast-to-coast range, as well as fuel economy and operating costs that are the lowest in its class. And with three or four people traveling at a time, the flight cost is typically less than the cost of flying everyone commercially. But that's not the point, says Fischell: "The value of the entire team meeting directly with patients and doctors is enormous. Every month saved in the 1,000-patient study equates to nearly a million dollars. It's a very big deal."

digital flight controls and heads-up displays, plus enhanced and synthetic vision, the three-engine 7X boasts efficiency, exceptional capability, reduced operating costs and unsurpassed safety, as well as incomparable performance on shorter runways.

Brazilian manufacturer Embraer, well known for its excellent airliners, introduced its first business aircraft a decade ago and has added top-category performers ever since. Rugged airliner construction, performance, economy, reliability and maintainability are all hallmarks of the Embraer line. Its newest jets are no exception:

- **The Phenom 100 and Phenom 300**, with ergonomically designed interiors, bring new levels of capability, styling and functionality to small-cabin aircraft, together with unmatched fuel efficiency.
- The **Legacy 450** (arriving in 2013) and the **Legacy 500** (arriving in 2012), the newest in Embraer's fleet of midsize jets, will set the trend with new fuel-efficient engines and digital flight controls, which enhance safety, efficiency and in-flight comfort.

## PREPARE FOR TAKEOFF

Thousands of companies and entrepreneurs worldwide have discovered that business aircraft offer enormous benefits, and the trend is paying large dividends. Even small companies are finding that a business aircraft can help them gain a big advantage in edging out the competition. Companies with their own business aircraft are traveling when and where they want to with speed, schedule agility, safety and security. And all signs indicate that business aviation is picking up on a global scale.

As the mandates for doing business at Internet speed intensify, so too will the emphasis on fast, efficient travel, be it across a state or around the world. From industry giants to independent firms, companies and individuals are realizing that the true cost of a business aircraft lies in not having one at all. Today, with so many affordable options available, gaining an upper hand in the global marketplace has never been easier. So fasten your seatbelts and prepare for takeoff. The skies are clear ahead. ■



**GET THERE.**

**GET THERE IN A HURRY.**

**GET THERE IN A HURRY WITH THE INDUSTRY'S FASTEST AIRCRAFT.**

There's commercial. There's private. And then there's Flexjet. Supported by Bombardier's 100+ years of aviation experience, our passion for performance surpasses every other fractional program provider. Our program aircraft include Bombardier\* Learjet\* and Challenger\* jets. Our operations professionals ensure the highest level of on-time arrivals. And our pilots fly only the aircraft on which they were trained. So while some say bigger is better, we say better is better. Talk to one of our aviation experts today.

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