



# HIGH FLIERS

EXECUTIVES LOOKING FOR A WAY TO  
PROPEL BUSINESS GROWTH ARE UTILIZING  
**BUSINESS JETS** TO CONNECT WITH  
CUSTOMERS AT A MOMENT'S NOTICE.



# HEIGHTENED EFFICIENCY

THE STALLED ECONOMY MAKES IT MORE IMPORTANT THAN EVER FOR COMPANIES TO USE PRODUCTIVITY TOOLS—LIKE THE PRIVATE JET—TO HELP REVENUES SOAR.

**W**HEN THE ECONOMY TURNED SOUTH in 2008, Chris Caffey, president and CEO of Caffey Distributing Co., a major beer distributor in the Mid-Atlantic region, largely ditched commercial flying in favor of a private jet, realizing it is more efficient and cost-effective: “We’re able to get the right people where they need to be, when they need to be there.”

Caffey is part of a class of business fliers who’ve found that shunning crowded airline terminals is the way to go. His confidence in the strategy is so high that he upgraded to a new Citation Mustang—a five-passenger jet with 1,100-mile range—in September. “A lot of people think of private jets as simply an expensive way to get around,” he says, “but we purchased an airplane we could operate efficiently and at relatively low operating costs.”

Corporate jets can be cost-prohibitive under certain circumstances, but more and more companies are realizing the tangible benefits of careful, strategic private flying. “In

difficult economic times, businesses need to be productive and efficient,” says Ed Bolen, president and CEO of the National Business Aviation Association (NBAA). “With business aviation, you can do more in less time—multiple cities in a single day, productive meetings en route.”

With fuel, maintenance, financing, and labor costs more volatile and unpredictable than ever, fliers need the right tools to succeed. For companies considering their first move into private aviation—or for those looking to fly better and smarter—the down economy has produced opportunities. Deals on new and used jets can be found, and companies providing charter, fractional, and lease services have developed large menus of attractive options.

“We’ve had to use our jet in more calculated ways in the downturn,” says Barry LaBov, CEO of LaBov & Beyond, a Fort Wayne marketing consultancy. “Airlines are canceling a lot of flights, and many carriers don’t exist anymore.” LaBov’s Cessna CJ1, a six-passenger jet that cost roughly \$2.5 million six years ago, has helped him maintain consistent, reliable interactions with his client base and facilitated the hunt for new clients.

Caffey says his new Mustang has produced similar benefits: “I was able to visit three different business locations in one day last week. Next week, we will take six of our people to a supplier meeting and back the same day.” Another critical benefit is the airplane’s ability to vastly extend a company’s reach overseas.

Aviation analyst Brian Foley, president of Brian Foley Associates, notes that the strongest demand now is for long-range jets that can fly internationally. At the same time, more jets are heading overseas to live. “Non-North American sales once accounted for 30% of business jet sales,” he says. “They’re now 60%.”



**TIME MACHINE:** LaBov’s Cessna CJ1 jet allows the CEO (top left) and his account manager Sonya Beckley (top right) to maintain strong client relationships.





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**A MOVER AND SHAKER:** Caffey (left) uses his Citation Mustang to extend his company's reach overseas.

Everything has become easier. If you don't want to own outright, you can lease a plane, invest in a fractional ownership, or simply charter flights as needed. "The downturn has resulted in

an environment rich with positive developments for the business flier," says Mark Paolucci, senior vice president, sales, for Cessna. "The most obvious is that a customer has quicker access to a new business jet. For our part, we've simplified the buying experience. This helps you get into the right aircraft, whether it's a propeller aircraft, a jet—new or previously owned—or an on-demand service through CitationAir."

"We've designed our platform in a way that allows us to be flexible and adapt quickly to customers' needs," says Bill Schultz, president and CEO of CitationAir by Cessna, which offers Jet Cards, Jet Access, Jet Shares, Jet Management, and Corporate Solutions products. "Our new Jet Access product, which was introduced at the end of 2010, is designed for customers who fly

more than 50 hours annually but are looking for a shorter-term commitment of two to three years, and the financial benefits of fractional ownership, with zero risk and no capital commitment requirement. We've expanded its service area to include Europe and the Middle East through our alliance with European charter provider Air Partner."

Another important detail is the price of gas and related items. "Fuel prices totally affect which airport we fly into," says LaBov. "Our Arizona office is five minutes from an airport, but it has high fuel prices and landing fees. It is worth it for us to land at an airport 40 minutes away."

Caffey, who says that strong relationships can lower costs and raise efficiency, recommends developing contacts with insurance providers, local pilots, lenders, manufacturers, fixed-base operators, and others that might provide synergies. When all is said and done, the key to success is using the right tool for the right job. "Are you using the right-size aircraft?" is a question Schultz is always asking. He also constantly looks to see if there are anomalies in travel patterns and how they are being handled.

"It may make sense to combine your own jet with supplemental lift provided by an outside company," Schultz adds. "Every time a company uses its own fleet for a one-way trip—for example, to bring board members from various locations to a meeting—it incurs an enormous cost with dead-head flights. Companies like CitationAir help to reduce the inefficiencies around one-way flights by only charging for the live leg that is flown." ●

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## Cessna Launches Innovative New M2

**CHOOSING AN AIRPLANE IS LIKE BUYING shoes**—small, medium, and large aren't enough options. You need the perfect aircraft to maximize cost efficiency and provide the capabilities you want.

With that in mind, Cessna announced in September a new light jet. Feature-and-performance-wise, the \$4.2 million, six-passenger M2 fits between the entry-level Mustang

and the larger CJ line, providing a 1,300-nautical-mile range, 466 mph top speed, and a slew of technological bonuses, including an upgradeable Garmin G3000 avionics system with three 14-inch LED touchscreens.

Outside, Cessna went for greater fuel economy via a pair of curled

winglets—in addition to its already-streamlined wing and fuselage design. Inside, there's an iPad and smart-phone-inspired system that provides moving maps, flight info, and Internet hookups. Cessna expects the first

flight for its new bird in early 2012, and deliveries to start later in the year.



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