

PRIVATE

Jet Charters & Travel

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VOLUME 1 ISSUE 1 2004

Cover Story:
MARQUIS JET –
THE REAL WINNER
of **NBC's**



Jet Cards: THE END OF FIRST CLASS?

OneSky:
THE **RIGHT**
PLANE AT THE
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PRIVATE Jet Charters & Travel

VOLUME 1 ISSUE 1 2004

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Publisher Fuat Kircaali
fuat@jetchartersmagazine.com | 201 802-3001

EDITORIAL

Editor at Large Jeremy Geelan
jeremy@jetchartersmagazine.com | 201 802-3027

Executive Editor Jamie Matusow
jamie@jetchartersmagazine.com | 201 802-3042

Managing Editor Jacques Marten
jacques@jetchartersmagazine.com | 201 802-3040

Associate Editor Vasif Sayil
vasif@jetchartersmagazine.com | 201 802-3040

Contributing Editor Stevan Roberts
stevan@jetchartersmagazine.com | 201 802-3040

International Editor Tami Beatty
tami@jetchartersmagazine.com | 201 802-3040

Assistant Editor Beth Jones
beth@jetchartersmagazine.com | 201 802-3066

ADVERTISING

National Sales Carmen Gonzalez
carmen@jetchartersmagazine.com | 201 802-3021

International Sales Miles Silverman
miles@jetchartersmagazine.com | 201 802-3029

Southeast Sales Megan Mussa
megan@jetchartersmagazine.com | 201 802-3023

Caribbean Sales Kristin Kuhnle
kristin@jetchartersmagazine.com | 201 802-3025

Europe & Mediterranean Belkis Alpergun
belkis@jetchartersmagazine.com | 201 802-3021

PRODUCTION

VP Production Jim Morgan
jim@jetchartersmagazine.com | 201 802-3033

Art Director Alex Botero
alex@jetchartersmagazine.com | 201 802-3031

Lead Designer Richard Silverberg
richards@jetchartersmagazine.com | 201 802-3036

Art Production Editor Abraham Addo
abraham@jetchartersmagazine.com | 201 802-3037

KIRCAALI MEDIA

President & CEO Fuat Kircaali
fuat@kircaalimedia.com | 201 802-3001

VP Marketing & Sales Carmen Gonzalez
carmen@kircaalimedia.com | 201 802-3021

VP Advertising Sales Miles Silverman
miles@kircaalimedia.com | 201 802-3029

VP Events Grisha Davida
grisha@kircaalimedia.com | 201 802-3004

VP Production Jim Morgan
jim@kircaalimedia.com | 201 802-3033

VP Information Systems Robert Diamond
rob@kircaalimedia.com | 201 802-3051

SUBSCRIPTIONS


1-888-303-5282

subscribe@yachtchartersmagazine.com

MAILING ADDRESS

 1314 East Las Olas Blvd | Suite 500
Fort Lauderdale, FL 33301

EDITORIAL OFFICE

 135 Chestnut Ridge Rd.
Montvale, NJ 07645

Tel. 201 802-3000 Fax. 201 802-9600
www.JetChartersMagazine.com

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GREGORY ASSOCIATES/WRDS, 732 607-9941 | gassociates@cs.com

FOR LIST RENTAL INFORMATION:
Kevin Collopy: 845 731-2834, kevin.collopy@edifroman.com
Frank Cipolla: 845 731-3832, frank.cipolla@epostdirect.com

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Welcome to the First Issue of *Private Jet Charters & Travel*



Written by Fuat Kircaali
fuat@jetchartersmagazine.com

To accommodate this increasingly fast-paced world we live in, we are excited to introduce *Private Jet Charters & Travel* (www.JetChartersMagazine.com), a supplement to *YV&C* (www.YachtChartersMagazine.com). When we published our “Air Charter” column in the premier issue of *International Yacht Vacations & Charters*, we could not predict how popular the “private air travel” topic would be. We received feedback from many of our readers and requests for a wider coverage of the new “jet card” phenomenon. Having worked closely with the leaders of this emerging industry, we are now pleased to present this exclusive magazine – a detailed look at private air travel.



In this issue you will find a cover story on Marquis Jet, which became a household name after their two widely publicized television appearances, first on NBC’s “The Apprentice” and recently during an episode of “Last Comic Standing.”

Other stories discuss major aspects of private air travel including “jet cards,” the brand new business model that followed the “fractional jet ownership” era, evolving only in recent years. Also in this issue, we are announcing our first “expo pavilion” at the upcoming New York Luxury Show, which will take place at the Jacob Javits Convention Center. Here we will present the leading private aviation companies of the industry. You will be able to meet with representatives to discuss and compare different programs in order to find the right one for you.

Since our debut three months ago, we already see that we are filling a long-standing void. The warm welcome you gave us right from the start is reflected in our numbers. From our first issue to this second one, our advertising revenue and support is up by 53%. Our newsstand distribution increased by 39% – or to more than 30,000 copies worldwide – impressive numbers! You can find *Private Jet Charters & Travel* at all Barnes & Noble check-out counters and in the travel section of their newsstands; at airports in Florida as well as those in New York; and in Continental’s Presidents Club lounges and Delta Crown Rooms around the world.

I’m happy to announce that *Private Jet Charters & Travel* magazine is also available online in “digital edition” format so that you can read and access all stories published in our print edition and more at www.JetChartersMagazine.com. With your subscription to the magazine, you will also receive the digital edition of every issue via e-mail. As you search and read an article online, you can conveniently print it exactly the way you see it in the magazine and take it with you.

Last but not least, I would like to thank Marquis Jet and Rip Hamilton for their time and cooperation in putting together our cover story. This required a great deal of coordination around Rip’s schedule, positioning of the aircraft, and getting the photo shoot completed under very tight deadlines – days before the magazine went to press.

I hope you enjoy the effort! ▲

The Jet Charter Experience

It's only a phone call away

Written by Peter Landesman



“Chartering private jets isn’t just for the business traveler. More and more people are taking advantage of **all that chartering a private jet has to offer for their personal and vacation travel**”

Consider today’s traveling environment – arriving at the airport 2–2-1/2 hours before your flight after parking your car in a remote lot. You’re spending unproductive time waiting to go through multiple security procedures. Then, consider the time you spend waiting for your flight to take off. You’ll probably be sharing that flight with at least 150 strangers. When you arrive at your destination, an endless walk awaits through expansive concourses. Then you spend more unproductive time attending to your baggage and ground transportation. And your experience is the same whether you’re paying the premium prices for first-class travel or a bargain fare.

And it doesn’t look to get any better in the future. Airline traffic is expected to double by the year 2015 and few additional runways are planned. Fewer new major airports are proposed beyond the 450 or so that currently serve the nation. The picture gets bleaker when you consider that 70% of all airline traffic funnels through only about 30 hubs.

Now consider a similar trip on a jet charter. You begin your trip by arriving at your departure point about 15 minutes before your flight departs. And don’t worry about adjusting your personal travel schedule to an airline’s. You travel on your terms, whenever it is most convenient for you. In many cases, you either park your car or are dropped off within feet, not miles of your jet.

Going through security is no longer a hassle, because you and the rest of your traveling party have already been pre-screened. Want something special to eat and drink while you are flying? Want to decorate your aircraft with your favorite flowers? Not a problem, it's all arranged for you before your flight.

If this is a business trip, you will engage in confidential discussions without the worry of other passengers that might be listening in. You'll be able to spend your travel time preparing for that critical meeting or making last minute changes to that important presentation. You'll arrive at your destination, refreshed and prepared. Your ground transportation will be within a few feet of your jet to meet you and you won't need to search for your luggage on a carousel. What's even better, you'll choose from up to 5,500 airports serving private jets instead of being limited to the 450 or so congested airports currently serving commercial airlines. In many cases, private jets will fly you to and from airports that are much closer and more convenient for you.

Want to take advantage of all that chartering a jet offers? Chartering private jets has never been simpler. Worldwide, there are more than 2,400 charter operators with more than 13,000 jet-powered private aircraft. But, according to Al Pod, CEO of Cincinnati-based Executive Jet Management (EJM), a NetJets Company, not all charter is equal. "Choosing a quality charter company requires careful research," says Pod. Only the leading jet charter companies, like EJM, have the largest fleets, featuring the newer and most modern jets and the extensive infrastructure and systems to support their operation. That means more choices available for you plus the assurance of an experienced crew on safe, secure, and superbly maintained aircraft.

Pod also points out that flight operations at Executive Jet Management are more secure than an airline's. "No one steps aboard one of our airplanes whom we don't already know or who hasn't had a background check," says Pod. Flight manifests are carefully verified against IDs prior to any departure. All the security screening takes place well before your flight, so you get to avoid the long lines and the hassles.

Here are some tips to help you make the right decision when choosing an air charter service:

- ***Don't ask for a specific type of aircraft:***

Often, someone looking into charter will request a specific type of aircraft because he or she has some previous experience with it. However, it might not be the most comfortable,



Cessna Citation Excel



Raytheon Hawker 800XP



Raytheon Hawker 1000

efficient, or cost-effective aircraft for the trip. Instead, describe your travel needs. Ask the operator to recommend the best aircraft type for a particular trip.

- **Determine where the operator's fleet is located:** If the location of the aircraft is not in line with your specific trip requirements, you may end up paying a premium for the trip. This is due to "ferry time" charges. Executive Jet Management operates one of the nation's largest charter fleets. With 80 private jets based at more than 60 locations throughout the U.S., the possibility that ferry time charges will be applied is minimized.
- **Determine the size and depth of the operator's fleet:** Many operators with limited fleets will try to convince you to use a specific aircraft because it's the only aircraft the operator has available, not because it comes closest to meeting your needs. Executive Jet Management operates a fleet of private jets with cabin sizes that can comfortably seat as few as five passengers all the way up to large cabin aircraft that can handle up to 18 passengers.
- **Determine whether your operator is brokering your trip to another operator:** If so, does the third party offer the highest standards in safety, pilot training, maintenance and service for the aircraft they charter? Executive Jet Management, which maintains one of the very highest standards in the aviation industry, is one of the very select few U.S. aircraft charter, management, shuttle, and mainte-

nance companies to become ISO 9001:2000 certified. In addition EJM has been awarded the Federal Aviation Administration's (FAA) Diamond Award for aircraft maintenance training excellence for 11 straight years.

- **As with most things, you get what you pay for:** Check out the operator not only by comparison pricing but also by checking references. You can also inquire at the local FAA office regarding the operator's charter certification and safety history.
- **Compare quotes intelligently:** Is it a hard quote or a "soft" estimate? What services are included with the charter? What will appear as an additional cost on the invoice (landing fees, catering, wait/ground time)?
- **Be certain the operator has true 24-hour service:** If you need to change your itinerary or cancel your trip, you should be able to reach a knowledgeable representative of the operator 24/7. In the same vein, it's important to supply the charter operator with a reliable way to contact you should they need to update you on operational or weather changes during non-business hours.
- **An operator should be more than willing to show you around the facilities:** This will allow you to become familiar with the different aircraft available for charter, and help establish a comfort level with the company's operation.
- **Establish a relationship with one charter operator you know you can trust:**

Typically, by concentrating all your business with one operator you can obtain volume discounts. It can also lead to a much more efficient use of your time and more consistent, top-quality service.

Chartering private jets isn't just for the business traveler. More and more people are taking advantage of all that chartering a private jet has to offer for their personal and vacation travel, too. Taking your families and friends with you on a chartered private jet is the perfect way to get started on that special vacation. You get to travel on your terms and on your schedule, with convenience and in comfort, and with ultra-personalized service. Imagine how much more time you will be able to spend enjoying yourself and the company of your guests that would otherwise have been wasted on traffic, long lines, and congested airports. You'll arrive rested and relaxed, and ready to enjoy whatever your vacation has in store for you. Those who have experienced the pleasures of flying on private jets will tell you that you will never want to travel on commercial carriers again. Get started on creating your private jet travel experience – it's only a phone call or click away. ▲

About the Writer

Peter Landesman, a market manager for Executive Jet Management, is a marketing industry veteran with over 20 years in retail market research, product line management, and direct marketing.

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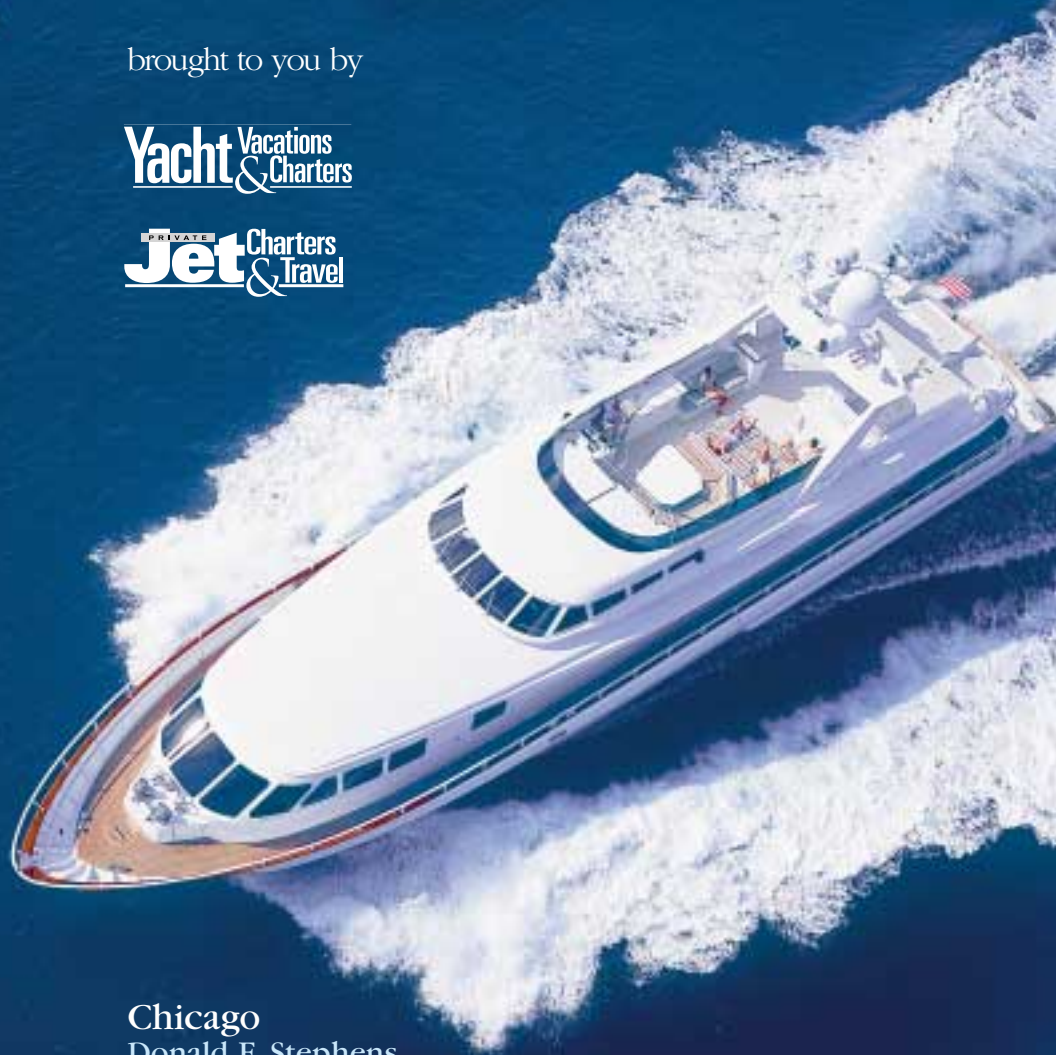
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Genesis Air and Aeroshare, a union with over 30 years' experience in the hospitality and aviation industry, provide a world of difference that allows you to forget the world you left behind as you explore ours.

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With locations throughout the Caribbean, Mexico, Bermuda, the Bahamas, and the United States, travelers are easily transported by private jets operated by Genesis Air to any location of choice at a moment's notice.

Innovative options – On-demand charter and the Genesis Aircard – are designed with you in mind. Without being committed to large up-front investments or monthly fees, Genesis Air On-demand charter service offers minimal commitment as there are no financial obligations beyond the cost of individual trips.

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and your own schedule, not one dictated by the airlines. You enjoy all the benefits of private jet travel: time savings, direct flights, convenience, and flexibility, allowing more time for yourself and your family.

SANCTUARY

Through the Genesis Air partnership with Aeroshare, travelers can experience a truly unconventional convergence of the finest resorts/private villas, spas, and private jet travel.

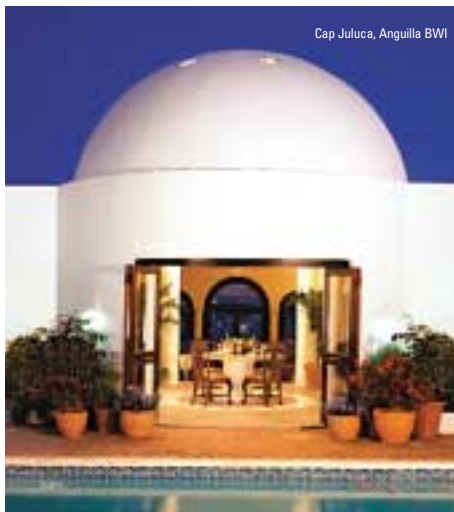
Escape by private jet and allow yourself to be seduced in a world where a kaleidoscope of tropical grandeur unites in a magical symphony. Let your mind and body be transformed in harmony, to a world where your inner spirit encounters complete transformation.

Experience the difference by satisfying your passion for exceptional comfort and services. Unwind in the ambiance of captivating, soul stirring, and luxurious accommodations. Genesis Air and Aero-share have created an exclusive combination of tranquil oases that will entice the most discerning traveler.

Framed between sea and sky lay miles of palm-fringed pristine beaches and exquisite gardens, where colorful architecture beckons you to savor moments of serenity in the lavish comfort of elegant resorts and sumptuously appointed private villas.



Cap Juluca, Anguilla BWI



Cap Juluca, Anguilla BWI

Private villas include fully stocked kitchens, a dedicated gourmet chef, butler, and housekeeper. The delicate art of cuisine is inspired by chefs trained in the finest restaurants of the world. Savor and delight your senses with their exquisite creations.

For those who care to explore our world of activities, Genesis Air/Aero-share resorts/private villas fulfill the needs of any level of sports enthusiast. Glide over the surf on a sailfish. Skim the waves in a catamaran. Scuba dive or snorkel and be astounded by the spectacular colorful world of coral formations and hypnotic movement of tropical fish. Play 18 holes on picturesque champi-

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THE MARQUIS JET STORY

FLYING inSTYLE

Written by Jennifer James

RICHARD
“Rip” HAMILTON,
the star player of
the NBA champion
Detroit Pistons, uses
his Marquis Jet Card
frequently.

When it comes to air travel, convenience, comfort, and security are paramount, but unfortunately, next to impossible to come by when flying commercially. To complicate matters, throw in endless security lines, arduous connections, and unreliable timetables, and you've got argument enough to just stay home. The solution? Flying privately with the Marquis Jet Card.

Just ask Richard "Rip" Hamilton, the star player of the NBA champion Detroit Pistons: "Winning the Championship takes more work than most people realize. Without the ease and reliability of Marquis Jet, I don't know how I'd get it all done, or want to."

In 2001, Marquis Jet – in conjunction with fractional aviation industry leader NetJets – revolutionized private air travel with the introduction of the Marquis Jet Card, a private jet debit card redeemable for flying time. The Card, sold in 25-hour increments, is as straightforward as it comes in an industry well known for having strings attached (positioning fees, takeoff/landing fees, catering fees, and the like.) With Marquis, you purchase the travel time you need in 25-hour increments, and that's it – no service or quality concerns typically associated with charter alternatives and no long-term commitment associated with fractional programs. "This is the next best thing to owning my own plane," says Hamilton, who has used Marquis Jet to fly to games during the season and to maximize his time for personal commitments.

Such a no-nonsense approach to travel was exactly what the founding team of entrepreneurs – whose varied career experience ranged from sports management to entertainment to Wall Street – had in mind when they dreamed up Marquis Jet. Ironically, however, they credit their naiveté about the challenge of creating a new private aviation category for much of their success. "We were so green to the field of private aviation," says Bill Allard, president and CEO of Marquis Jet. "But in this case, it was a good thing. We weren't scared off by the magnitude of the task before us.



We knew there was an immediate opportunity to create a new private aviation category, and we simply did not stop until we did it."

The 25-hour Marquis Jet Card program they created is available for as little as \$109,900 for a 7-passenger private jet flown by two FAA certified captains, up to \$299,900 for the luxurious, Gulfstream IV-SP with availability for 13 passengers, a flight attendant, and inter-continental capabilities.



Post creating the lucrative jet card niche of private aviation, success came quickly. Marquis Jet has enjoyed tremendous sales growth, right from the start. In fact, 2003 brought a record-breaking increase of 200% over the previous year's sales, making Marquis Jet one of the fastest-growing small businesses in the country.

Marquis Jet's sterling reputation as the undisputed leader in Jet Cards is based on much more than impressive

sales figures alone. *The Robb Report* recently named Marquis Jet the 2004 “Best of the Best” in fractional jet cards, highlighting Marquis Jet’s exclusive alliance with NetJets and further solidifying the company’s position as a private aviation and luxury brand leader. *The Robb Report* also acknowledged Marquis Jet’s partnerships with other leading global luxury brands including the Ritz Carlton Club, Exclusive Resorts, Avis, Sea Ray, and Ermenegildo Zegna, all intend-



ed to provide Card owners with value-added offerings. Marquis Jet has been awarded many service-related accolades including winning the 2004 Flight International Aerospace Industry Award for Business/Corporate Aviation and being named “Best Private Jet Card Program” by *Business Traveler* magazine, among others.

As significant as the accolades, is how Marquis Jet has raised the bar in terms of the safety, service, and flexibility now available to those who desire what was previously reserved just for those who would purchase NetJets fractional shares. By offering access to NetJets 25 hours at a time, Marquis Jet Card Owners access NetJets’ world-class fleet of more than 500 planes operated by 2,800 of the best-trained pilots in the world, all backed by uncompromising maintenance standards and more service excellence awards than anyone else in the private aviation industry.

“NetJets is the gold standard and acknowledged leader in the fractional aircraft ownership industry,” said Kevin Russell, executive vice president of NetJets (a Berkshire Hathaway company). “At NetJets, we provide our fractional aircraft owners and Marquis Jet Card owners with the best possible experience in private flying. Our focus on safety, security, pilot training, and customer satisfaction are unmatched anywhere else in the world of private aviation.”

To sweeten the Marquis Jet business proposition, aircraft availability is guaranteed 365 days per year with as few as 10 hours’ notice. Want to change your destination mid-trip or pick up a friend or two along the way? No problem. Marquis Jet Card owners have the freedom to interchange between aircraft types and programs in the United States and Europe in the same way NetJets fractional owners can. Marquis Card owners also receive special value-added benefits from Marquis Jet’s alliance partners. “We’re always trying to provide value added benefits to our Card owners,” says Bill Allard. “Combining access to NetJets 25 hours at a time with the many value-added benefits, makes us without question the providers of the best value out there.” With owner retention at

MARQUIS JET FLEET

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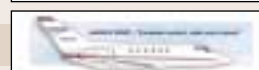
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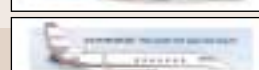
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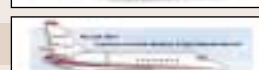
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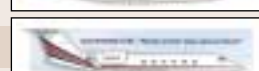
Gulfstream 200



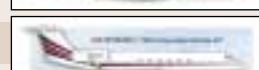
Falcon 2000



Gulfstream IV-SP



Gulfstream V



Boeing Business Jet



►What planes have you flown so far?

I've flown on the Gulfstream IV-SP, the Falcon 2000, and the Citation X. One of the best things about Marquis is the variety of top-of-the-line jets.

►Why Marquis Jet?

They're the champions in the private jet space. I don't have to worry about the quality of the planes, pilots, catering, service or anything else. When you travel like we athletes do, we need incredible flexibility...and this is like having my own plane whenever I need it.

►Where have you flown this year?

My favorite trips have been to the NCAA Final Four to watch my Connecticut Huskies win the National Championship and my first flight since we won the NBA championship was to New York for the anniversary of Jay Z's 40/40 Club.



Bill Allard, President and Chief Executive Officer,
Marquis Jet

Photo: Peter Stromwater

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The Concord Saratoga Chronograph.



Photo: Peter Stromgwater



L-R Henry Schachar, Chief Operating Officer; Ken Austin, Executive Vice President/Chief Marketing and Business Development Officer; Tim Marken, Executive Vice President, Sales; Bill Allard, President and Chief Executive Officer; Keny Dichter, Founder; Jesse Itzler, Co-Founder; Carl Thorsberg, Chief Financial Officer

TESTIMONIALS FROM SOME OF MARQUIS JET'S REGULAR CLIENTS



"This is my second year flying with the Marquis Jet Card program, and I really didn't consider anyone else. My Marquis Jet experience has been exceptional."

– **Richard Thalheimer, CEO, The Sharper Image**



"The most important thing to us and our family when flying private is safety. With Marquis we know we are flying on the NetJets fleet, with the best pilots and on the youngest planes."

– **Kelly Ripa, Television Personality**



"Having my jet on call means extra time spent with my wife and friends in Florida. The program has changed my life, taking away the pressure of crowded airports and flight delays. My Marquis Jet Card has put my time back in my hands."

– **Jim Furyk, Professional Golfer**



"On this team it's not about cutting corners. With my Marquis Jet Card, backed by NetJets, I fly on the world's largest private jet fleet, with the most experienced pilots and the support of world class operations. Marquis provides premium quality service, convenience, and peace of mind. There's no better organization for myself and my family."

– **Jason Giambi, The New York Yankees**

"Think of the uses. Vacationing with your kids and grandkids on the Cape, golfing the Monterey Peninsula on a whirlwind for eight, recapturing that honeymoon in the Caribbean, doing the Super Bowl in style, a 3-day getaway for the board of directors, or getting anywhere when your time is limited. Time is money: why waste it!"

– **Andrew Harper, editor of Andrew Harper's Hideaway Report**

more than 90% (either through Jet Card renewals or follow-on purchases of a NetJets fractional share), Marquis Jet is poised to stay on top of their field.

And as a true sign of success, Marquis Jet has successfully become embedded in the pop culture lexicon. High-profile card owners such as Hollywood A-listers Catherine Zeta-Jones, Kelly Ripa, and Ben Affleck and superstar athletes like Jim Furyk, Tracy McGrady, and Jason Giambi paved the way, but it was the brand's appearance on NBC's top-rated hit "The Apprentice" that sealed the deal. Series star Donald Trump has described Marquis' involvement with the show as "the world's greatest infomercial." However, while these and other stars enjoy the service and image of the Marquis Jet Card program, the company is most proud of the 1,500 plus Card owners that "no one knows."



Ken Austin, Marquis Jet executive vice president and chief marketing and business development officer, agrees wholeheartedly. "The Apprentice' really made us a household name," he says. "Now, whenever we go out wearing a Marquis Jet hat, people approach us and ask how they can get one for themselves. One of our senior salespeople was offered \$1,000 for his hat!"



Marquis Jet continued its reality television reign with its recent appearance on "Last Comic Standing," in which the company flew a contestant to the Aspen Comedy Festival. When the show's producers needed a private jet brand that met NBC's stringent travel requirements, they looked no further than Marquis Jet. ▲

About the Writer

Jennifer James is a freelance writer living in New Jersey.

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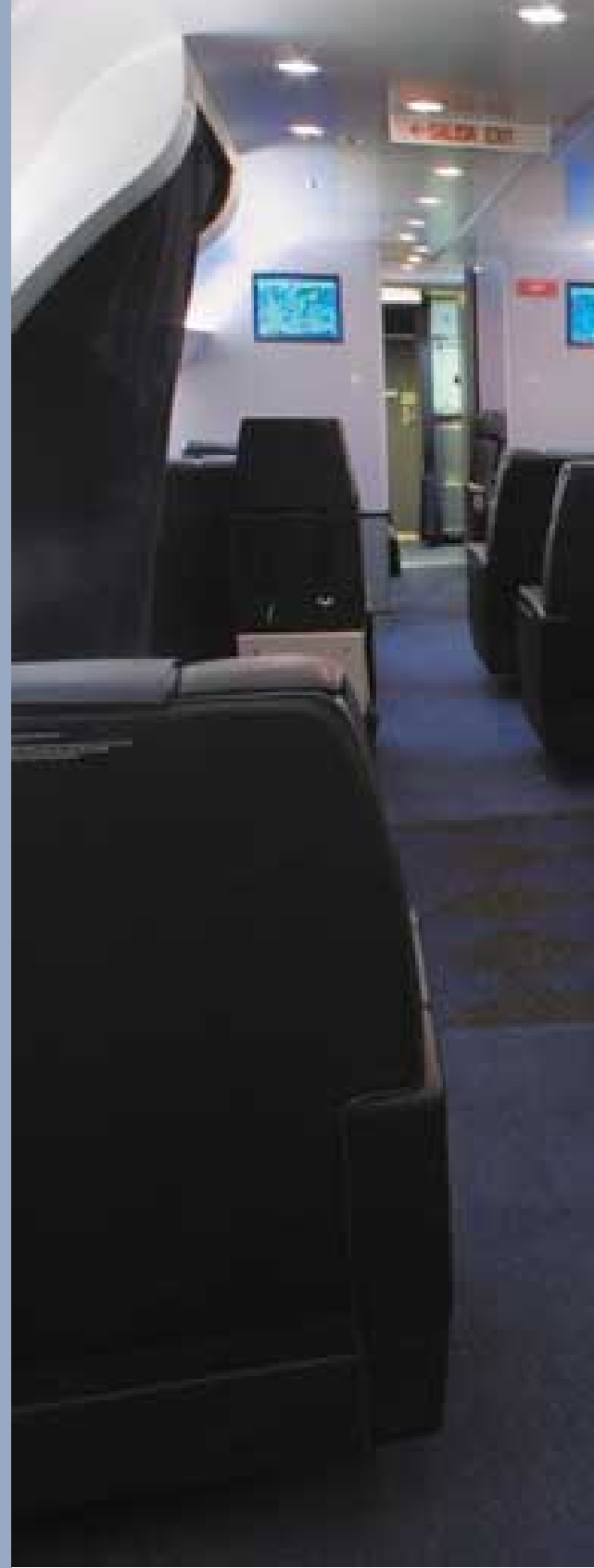
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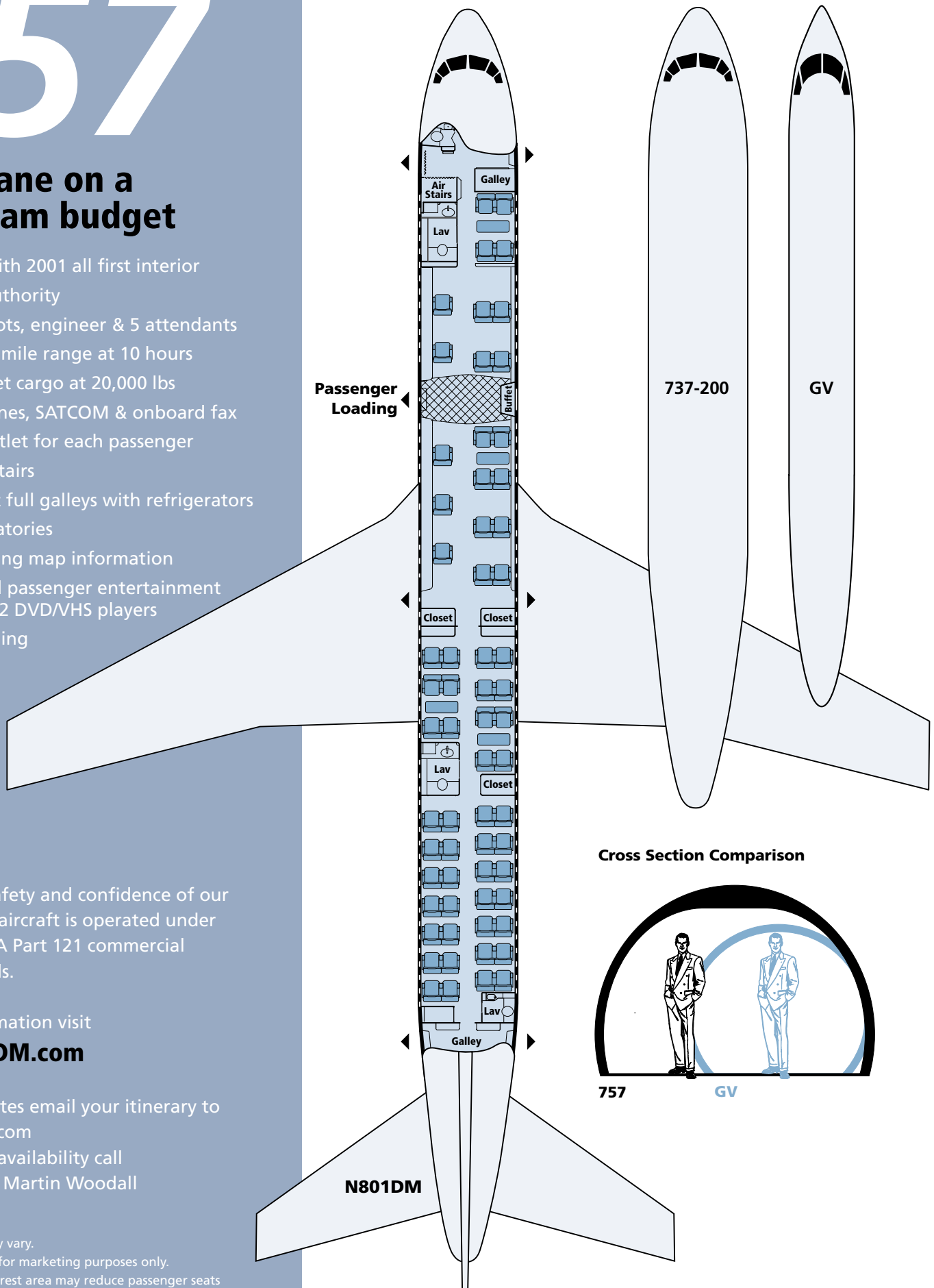
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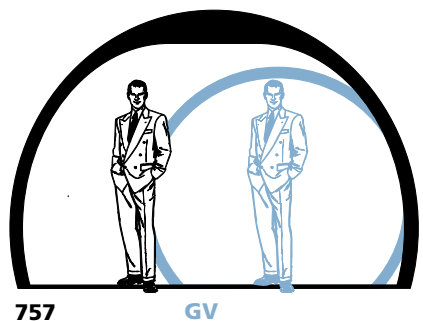
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Times were different when President Reagan was in the White House. Today the war on terrorism and the escalating violence in Iraq are daily news events. Add to the equation over 8,000,000 (8 million) unemployed Americans, rampant corporate fraud, out of control government spending, the inability to balance the budget and you have an insurmountable debt that tops \$7 Trillion and continues to grow each and every minute. President Reagan understood the need to protect the American public. One of his strategies was to make it easy for everyone to own Gold. This vision was absolutely correct. The Gold Market has outperformed the S&P 500 for the past five years. In addition, the performance of CD's and savings accounts can't even come close to the gains that Gold has made. This is why now is the time to move paper assets into Gold. It is crucial that individuals move now because as soon as tomorrow, Gold could start its predicted steep rise from \$390 to \$1,500 per ounce.

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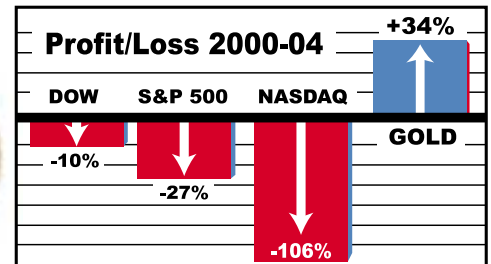
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The Ultimate in Air Travel at Your Fingertips

Lauren Thomas is a freelance writer in Boston.

If you've ever flown on a private jet, you know it's an amazing, addictive experience. Most people find it difficult to muster any enthusiasm for commercial flights ever again.

In fact, those blissful memories of your private flight will make the inconvenience and irritations of commercial air travel feel even worse. If you place a high premium on your time and tranquility, a private jet may be a necessity, not an indulgence. For safety, security, and the opportunity to relax or work for hours in comfort, it's the ideal way to fly. If you're in the market for a private-jet trip, a little knowledge will help you make a wise decision.

THE CHALLENGE

Lounging in a huge jet seat and stretching your legs *straight* out in front of you is glorious, but finding the right air carrier and a suitable plane can be a challenge. First, you must decide: air charter, fractional jet ownership or leasing, pre-paid flight cards, or charter auctions? If you don't fly frequently, don't purchase or lease a fractional share. If your travel needs vary significantly from trip to trip, don't commit yourself to one jet; you'll want the flexibility to choose among different-sized planes. You can purchase a flight card for a block of hourly flying time, but this requires an initial investment (up to hundreds of thousands of dollars) and the hourly rates can be extremely high. Online charter auction sites aim to get you the lowest price, but the plane or the carrier may not meet all of your expectations.

The best option—offering flexibility, quality, and choice at a fair price—is often the oldest one, air charter. You can find charter operators and

brokers via the Yellow Pages or the Internet. But unless you do some research, it may be hard to judge the quality of those operators and their aircraft. These days, a basic web site and telephone are all anyone needs to enter the broker business and project the image of a much larger company.

ONESKY NETWORK: THE AIR CHARTER SOLUTION

Finding the right plane at the right price has not been easy—until recently. Enter Greg Johnson, founder and CEO of OneSky Network (www.onesky.com), the New Hampshire-based company that is bringing the air charter industry into the 21st century. OneSky is uniting the country's best carriers into a national network and giving travelers the tools they need to charter private jets with confidence and ease. With OneSky it's a quick, secure, online transaction. (For those who'd rather deal with a "live human," personal travel consultants are available toll-free 24/7. All it takes is a pleasant phone call.)

As a pilot, an 18-year aviation-industry veteran, and a creative thinker with formidable IT and programming skills, Johnson was the ideal person to build OneSky. A passionate advocate for modernizing the charter industry, he founded OneSky to address the problems facing both private-jet travelers and charter operators. He focused on what was missing in the marketplace:

an unparalleled choice of planes and features, a state-of-the-art reservations site, a system to provide preliminary price quotes in seconds, a membership of carriers working together to supply coast-to-coast service, and competitive pricing set by each individual carrier. OneSky.com was designed as the smart choice for luxury and business travel.

"At the premium level of travel," says Johnson, "Consumers should expect not only safety and quality service, but a wide array of choices to ensure their comfort. They should be able to customize their trip for a really outstanding experience. You'd expect this from any first-class hotel, so why not your charter jet? For their peace of mind, travelers should have access to information about the exact plane they're paying for, including photos. And pricing should be fair, not inflated with hidden charges. OneSky provides all that, and more. We are the first—and so far, the only—company to offer all this."

CHOOSE THE PERFECT PLANE IN SECONDS

OneSky.com's online reservation system is simple to use, yet it allows you to fine-tune your flight to your satisfaction. Helpful explanations of every option are at hand, or you can call OneSky's experienced travel consultants any time. "Our goal was to make it effortless. Actually, our customers tell us it's fun to look at and compare all of those cool planes," says Johnson.

After you enter your trip requirements and check off your preferences on the "Book a Trip" page, OneSky's unique profiling system will select and rank planes from the fleet that are the best matches. This takes only seconds—it's the most robust search engine in the business—and you can study information about each plane, including an estimated price quote for your trip. When you select a plane, the carrier will e-mail you a line-item quote. When you book the flight, you'll receive a firm confirmation of the price. OneSky.com stores your credit card information securely and will charge the trip 24 hours before the flight. ▶

"Consumers should expect not only safety and quality service, but a wide array of choices to ensure their comfort."



The OneSky fleet includes more than 200 of the finest jets available. Because the same model may have very different features and interiors, OneSky.com posts photographs of every aircraft with full descriptions of features, amenities, and carrier information. The plane you choose will be the same plane you'll fly. It's easy to compare various planes side-by-side and to learn how different features affect pricing.

Johnson says, "With OneSky, you don't have to worry about safety or quality. Our operators are chosen for membership on their ability to provide a superior flight experience on superior aircraft. We examine potential carriers in depth, and we're picky. Our members are among the best in the industry."

FOR PEOPLE WHO LIKE THINGS JUST SO...

While selecting a plane is easy, more particular travelers will be pleased with the impressive range of options OneSky offers to those who want a lot of choice. OneSky.com lets you choose everything from a heart defibrillator to a DVD entertainment system. "This is new territory for air charter and other flight programs," says Johnson. "It was high time private-jet customers had this level of selection without a lot of extra effort. Our mission is to provide whatever you want, and we store customers' preferences in our database to make future reservations even faster."

After all, it's "your" plane. You pick everything from the menu to the movie, and travel on *your* schedule. Here's a quick sampling of some of the choices you'll have with OneSky:

RANGE – Do you prefer a large jet or a smaller one that can handle the route with a fuel stop? A smaller, less-expensive plane may be preferable for shorter trips. OneSky's system presents a selection of light, medium, and heavy jets for you to compare.

SAFETY – Most of OneSky's carriers exceed FAA requirements, and many are rated by the three most prominent independent auditing agencies: FSF, Wyvern, and ARG/US. These certifications are displayed for each plane along with details about the safety and medical equipment on board.

CABIN SIZE AND LUGGAGE CAPACITY – Large-cabin jets have seats at least as large as those in airline first-class sections and there is enough headroom to stand. Light jets have smaller seats and less headroom (more of a factor on longer trips). Most planes can accommodate some bulky items like skis or golf bags. If you are bringing oversized luggage, OneSky will make sure your plane can handle it.

COMMUNICATIONS – Flight phones are available on many charter aircraft and Internet access is becoming increasingly common. You can choose an aircraft with satellite communications equipment if you wish to make phone calls on overseas flights.

LAVATORY TYPE – Lavatories tend to be more comfortable and private as aircraft size increases. Large-cabin aircraft have airline-style flushing toilets and sinks with running water. Some light jets may not have a lavatory, or it may consist of a special passenger seat that can be curtained off.

MEAL SERVICE – Aircraft may be equipped with a refreshment center with snacks and beverages, or a warming oven, or a full galley kitchen with a microwave oven. Meals are available on all aircraft, while larger aircraft are staffed with cabin servers.

IN-FLIGHT ENTERTAINMENT – Request a movie or bring some music to make your flight more enjoyable. Many of OneSky's aircraft are equipped with VCRs, DVD players, and/or CD players. Some have surround-sound systems.

Make your OneSky flight truly memorable with gourmet dining and great wines. You can also arrange to have your favorite newspapers, magazines, and novels on board.

ONESKY SAVES YOU THOUSANDS OF DOLLARS PER HOUR

While private jet travel will never be inexpensive, you can still use common sense and find the best value. Air charter is almost always a better deal than other flight programs. With flight cards or fractional leasing, you'll probably pay 20 to 50% more per hour than air charter. For example, chartering a late-model Gulfstream IV via OneSky will cost approximately \$5,200 per hour on the West Coast. A jet card program charges \$9,800 per hour one-way, or \$8,200 per hour round trip, for the *same plane on the same route*.

With OneSky, you pay only for the travel you need, when you need it: there are no up-front investments. And because those member operators are in friendly competition for your business, their pricing stays down to earth.

Jet charter can give you all of the pleasures and benefits of owning a plane, at a fraction of the cost. With OneSky Network on the scene, the perfect flight is at your fingertips. Let's just hope you'll never have to fly commercial again.

For more information, visit OneSky Network at www.onesky.com or call toll-free

866-ONESKY-1 (866-663-7591)



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Pay Only for the Flights You Need

No fractional or membership cards necessary

Written by Brian Fiske



Around The World Jet Charter Inc. dba ATWjets is a full-service aviation firm located in Southern California. Founded by entrepreneurs Larry Hansen and Joe Diorio, ATWjets was created to meet the growing demand for jet charter in the region as a sister company to their successful FBO located at French Valley airport in Murrieta/Temecula, CA. At ATWjets, clients will not find fractional or membership card programs. The company philosophy is simple: you pay only for the flights you require at the best possible pricing. You don't tie up additional money.

In addition to their fleet of Gulfstream, Falcon, Hawker, Westwind, and Lear aircraft, ATWjets has access to hundreds of aircraft worldwide via their database of FAA and foreign approved carriers. With their state-of-the-art tech-

“This proactive approach to safety management is much needed in the private jet charter industry”

nology, ATWjets is able to locate aircraft that will meet your specific needs at the best available price. With several hours' notice, the highly trained charter sales and dispatch team is able to facilitate the information required for your individual trip and locate the best aircraft and price to meet your travel plans. The staff of ATWjets is trained to handle all the complex details of private jet travel. A checklist of safety issues must be considered to include current and forecasted weather, pilot duty and flight limitations, airport curfews, weight restrictions, and many other issues that need to be considered for a safe flight.

ATW's charter sales and dispatch staff assist with related details as well, such as ground transportation, customized catering, international handling, in-flight entertainment, flight following, and security services. Their

office is staffed seven days a week and there is always a charter representative as well as a manager on call after hours. Unfortunately with some charter companies, a voice mail and no return call is quite common late night or early morning. ATWjets understands that some of the most important emergency trips result in transportation requirements at any hour. From flying family members to see a sick loved one, to assembling a team of doctors to perform an emergency organ transplant, ATWjets understands the urgency of 24/7 support.

ATWjets management is very involved with each trip to ensure a high level of safety as part of the Aviation Safety Management Program. While such programs are common with the major airlines, ATWjets believes that this proactive approach to safety management is much needed in the private jet charter industry. If ATWjets management evaluates a particular trip and concludes there are any unacceptable risks, the trip is simply not booked or initiated.

By maintaining a proactive safety management program, ATWjets is able to keep their insurance costs at a minimum and savings are passed on to the client. ATWjets management supervises all charter and owner trips 24/7. Each employee is empowered to terminate a trip in the event of any safety concern.

ATWjets also offers a turnkey aircraft management program and currently oversees the management of several aircraft owned by celebrities and business people. As aircraft owners, ATWjets understands that private jets represent a significant investment that should generate a return like any other investment or piece of capital equipment. ATWjets can keep your aircraft in the air generating revenue as an alternative to waiting for your next company or owner trip. With their large base of charter clientele as well as alliances with many charter brokers and operators, your aircraft can be flying as many hours as you desire. With their

aircraft fleet purchasing power, they can offer their aircraft owners significant discounts on insurance, pilot training, maintenance, aircraft parts, and contract fuel. ATW's accounting department provides detailed utilization reports on a monthly basis with detailed activity sent to aircraft owners via in-house developed software that will please any CFO.

Around The World Jet Charter's mission is simply to meet the private travel needs of corporations, celebrities, business travelers, and others who depend on customized air services to help them succeed in a busy world. Take advantage of private jet travel to increase your productivity and enjoy the comfort and security that you deserve!. ▲

About the Writer

Brian Fiske is vice president of ATWjets and a 25-year industry veteran. He has a BS in aviation management from Daniel Webster College and is expected to graduate with his MS in aeronautical science from Embry-Riddle Aeronautical University this fall.

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The Hot New Trend in Private Aviation

Jet cards can make flying more affordable

Written by Michael Verdon

New programs in the form of jet card memberships have become the hot new trend in private aviation, and every month another company seems to be launching a membership program. Not only have these programs helped lift the industry out of the downtime it experienced after the collapse of the stock market, but they have attracted a new type of flyer who once considered it too expensive to get into private jets.

While the Marquis Jet Card Program, Sentient Private Jet Membership, Titanium Luxury Club Program and back-end details vary by program, the goal is the same: attract new customers by driving down the expensive barriers to entry, while making flying safer and more flexible.

"We saw there was a real void between charter and fractional," says Bill Allard, CEO of Marquis Jet, headquartered in New York. "On one hand, we found that a lot of charter brokers don't really control the assets – the planes.

They can be all over the place in terms of quality and safety. On the other, fractional memberships require a long-term commitment, significant capital up front, and a minimum of 50 hours flight time each year. We took a very different approach."

Fractional ownership has suffered something of a black eye after the exuberant stock market of the late '90s hit the wall and the recession set in. Shareholders in private jets had paid a premium to be part owner in the heady dot-com days, but then saw their jets' values depreciate – sometimes by 40 or 50% – and were still bound

to five-year contracts with frequently heavy maintenance fees.

Marquis saw the opportunity to create a niche in early 2001, and established a program to repackage traditional fractional shares in 25-hour blocks, with no long-

2004 or purchased a full fractional share with NetJets.

Values for the cards range according to jet type – \$109,000 for a light jet Citation V Ultra up to \$299,900 for a heavy jet Gulfstream IV-SP – but are significantly less than the \$500,000 to \$3 million you might pay in a full fractional ownership program.

While Marquis has helped drive this growth market, Allard is first to point out that its success is underpinned by the relationship with NetJets, a subsidiary of Warren Buffett's Berkshire-Hathaway. "We have an exclusive partnership with them," says Allard. "They own and manage their own fleet of 500 planes, and in this field, he who owns the asset wins the game."

The world's largest private air fleet includes 13 types of business jets, with an average age of four years, and 2,800 pilots (10 of whom were formerly Air Force One pilots) who fly over 250,000 flights per year in 140 countries. "Having full access to this network lets us guarantee

that you'll always get your specific aircraft type, and if that aircraft is not available, then you will be upgraded," says Allard.

Other perks: only 10 hours' notice required to book a flight; 24/7 guaranteed availability; pay only the cost of "occupied" flight time (wheels up-wheels down, but no waiting or positioning time); choice of specific jet type (as opposed to general class); ability to change jet types with trips; no monthly fees; and no empty-leg fees.

Plus, since NetJet's planes are relatively new (they average four years versus the



term commitment. Partnering with NetJets, the world's largest fractional ownership provider, Marquis' Jet Card Program has become the brand name that most consumers know – and competitors target – when it comes to 25-hour fractional programs. "The beauty of this card is that you get the same rights and privileges as any NetJets owner," says Allard. "But it's a fraction of the cost of full fractional ownership."

According to Allard, the company sold over 1,000 jet cards in 2003, up 300% over the previous year. He also said that 90% of card holders either renewed their cards in

national charter fleet average of 16 years) and extremely well-maintained, Allard says Marquis can offer its members extra peace of mind. "Charter brokers aren't necessarily aligned with their clients," he says. "What they provide you isn't always what you want, and they don't necessarily control the operators. Our members' interests, however, are directly aligned with NetJets, which controls its fleet."

Fractional ownership provider Flexjet is also very closely "aligned" with Bombardier Aerospace, its parent company, which manufactures Learjets and Challenger aircraft. Flexjet's Membership card program is simi-

lar to the Marquis program, with 25-hour blocks of flight time devoted to four specific jets. The 25-hour rates range from \$109,000 for a Learjet 31A to \$274,900 for a large Challenger 604.

Flexjet is also comarketing the card program with Delta under its Delta Air Elite program. The Flexjet card has the same benefits as NetJets: a single purchase with no major capital outlay or long-term commitment, the ability to change aircraft sizes, and no deadleg or repositioning charges.

Though its fleet is significantly smaller than NetJets, Flexjet's Steve Phillips says that his program offers extra perks like an extend-

ed amount of time to use up the hours (24 months as opposed to NetJets' 12-month contract) and a 12-hour cancellation policy (as opposed to 48 hours). "We also don't charge an additional fuel adjustment fee for each hour flown," says Phillips. And if the card is purchased through Delta (prices are the same as Flexjet), the buyer receives Platinum Medallion status in Delta's SkyMiles program.

Before choosing any program, it's important to dig beneath the hype and uncover any potential financial landmines – or even speed bumps. Are there surcharges for fuel or insurance? Does the company charge extra for



**"Customer experience is...
why people choose to fly
privately and bypass the
many hassles of
commercial flight"**

“Membership has its privileges”

deadlegs? How about fees for upgrading aircraft or making last-minute changes to the schedule? And will you definitely use the flight time within the specified time period, or do you want a program where you can withdraw your money any time without penalty?

Sentient Jet, saying it pioneered the jet membership program five years ago, arranges its card program a bit differently than the fractional providers. Instead of buying 25-hour shares for specific airplanes, you buy cards valued at \$100,000 and \$250,000. Unlike the other two fractional programs that work with company-owned fleets, Sentient works with a network of about 400 charter operators that provide classes of “light, mid-sized and heavy jet aircraft” with a guaranteed response time anywhere in the U.S.

Sentient says that it offers the same advantages as the other two programs – including no blackout periods, no maintenance fees, no deadleg fees, and no repositioning fees – but has the benefits of being completely refundable, with no exit penalties. “This works like a debit card,” says Sentient CEO Steve Hankin. “Any time you want out, you can get out. There’s no risk.” It’s also transferable to other people, and there’s no time limitation on when the balance must be used.

While a member can request a specific type of aircraft, he or she actually chooses a general class that includes five or six planes that are divided into “Select” or “Preferred” categories. The list in the Heavy Jet “Select” class, for instance, includes the Gulfstream II and Gulfstream III, while the Preferred list has the newer Gulfstream IV-SP and Falcon 900C, among others. Of course, you pay more for Preferred than Select. In the Heavy Jet category, Preferred jets cost \$9,800/hr for a one-way trip and \$8,200/hr round-trip. The Select planes cost \$7,400/hr one-way and \$5,150/hr round-trip. In Light jets, Select planes are \$3,200/hr one-way and \$2,150/hr round-

trip. Preferred is \$3,800/hr one-way and \$2,850/hr round-trip.

The \$250,000 “Gold” membership has one benefit over the \$100,000 “Silver”: it requires an hour of flight time as the minimum for one-way trips on light and medium jets, while the Silver requires two hours on any category.

Marquis’ Allard argues that charter-based programs like Sentient “lose control of the assets” because they are reliant on independent charter operators. But Sentient says that its internal team inspects the network operators, aircraft and crews, and all of its operators must be FAA Part 135 carriers, which conform to the industry’s highest safety standards. Joe Moeggenberg, president of Aviation Research Group (ARG/US), an independent company that rates charter operators, says that Sentient “is aggressively improving private aviation safety.” Hankin says his company is also dedicated to customer service, and that Sentient maintains a 97% retention rate among its members.

Quincy, Massachusetts-based CharterAuction.com also claims a very high loyalty rate among its members, and among its services is its Titanium Luxury Club Program. It’s similar to the Sentient program in that customers pay \$100,000 (into an escrow account that the owner controls) to become a member, and the account is debited as hours are flown. It’s also divided into Light, Medium, and Large-Sized jet categories, though without the Sentient distinction between “Select” and “Preferred” planes.

In the large-sized jets category, prices range from \$6,850/hr for one-way trips to \$4,500/hr for round-trips. Light jets are \$2,950/hr one-way and \$2,050 round-trip. The company also maintains what it calls “the world’s largest database of empty-leg segments,” which could result in cost savings, if a charter flight suddenly has an empty cabin on a return deadleg trip that matches a member’s itinerary.

Cost savings could be even more significant if the company’s online auction service finds a lower bidder. The company launched its innovative online auction system in 1999, in which clients submit trip itineraries and up to 250 charter operators bid on it. Members can watch live bids on the company Web site.

“The technology enables the customer to get bids from several operators offering a variety of jets,” says Nate McKelvey, president. “Instead of being tied to a local operator, it gives our members a market-driven price, with a choice of operators and aircraft. That lets you choose the jet that fits your needs for a particular trip.” If bids don’t result in cost savings, says McKelvey, then the fixed member pricing determines final cost.

McKelvey is also quick to point out that he uses ARG/US and another agency called Wyvern to rate pilots and aircraft, and he also does independent audits of charter operators. “This process ensures the safest standards in the industry,” he says. “Beyond that, we have our own customer feedback surveys to give us more information on the customer experience.”

Customer experience. These two golden words will ensure that this competitive card business will keep its standards high. Customer experience is also why people choose to fly privately and bypass the many hassles of commercial flight. So whether you choose the extremely value-oriented approach of CharterAuction.com’s membership program, or the variety of jets and large fleet size of the Marquis/NetJets program, remember this phrase: Membership has its privileges. ▾

About the Writer

Michael Verdon is a writer living in Rhode Island. He contributes regularly to *Worth*, *Robb Report* and *Unlimited* magazines.

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Chartering to Your Island Getaway

The Bahamas offer a quick escape

Written by Arturo Weiss

Have you ever envied how some people are able to fly off to a Caribbean destination without ever having to deal with the delays and hassles that traditional airline service entails? Have you wondered about the secret formula that guarantees a personalized travel experience that's tailored to your schedule and not the airline's? The answer is jet charter flights. Once considered a means of travel for high rollers and for those with more than a few dollars to spare, charter flying is surprisingly more accessible than the average airline traveler might think.

The term *charter flying* often conjures two sets of distinct images to the general pub-

lic. One picture is of a group of upper level corporate executives sporting business casual wear and their briefcases, rushing off to an important meeting at a moment's notice. The other is of Hawaiian shirt-clad tourists, with 35 mm cameras in hand, boarding a small, non-airworthy airplane bound for small outlying villages in the middle of nowhere.

There are, however, other significant business advantages to charter flying that do not involve busy executives or the weekend travel warrior. Many industries use this vital mode of travel in their business operations. Just ask Tom Conlan, a successful and diversified entrepreneur,

who operates Sky Limo Air Charters into the Bahamas.

Conlan, who is also an expert in Bahamian real estate, provides air service throughout the islands with a special stop at Exuma Island, where the beautiful February Point residential development is located. His real estate company, Out Island Development, specializes in property sales throughout the Bahamian island chain and is now focusing much of its effort on February Point. Although he has developed and acquired more than 15 companies in a variety of industries, Conlan acquired Sky Limo Corporation in October of 2000 to provide leisure travelers and corporate exec-



“Charter flying is surprisingly more accessible than the average airline traveler might think”

atives with increased personalized private air charter service to the Bahamas and other Caribbean destinations of choice. From a real-estate perspective, Sky Limo allows Conlan to shuttle prospective buyers out to February Point and other booming Bahamian land developments.

AIR TRAVEL IN STYLE

“The company is dedicated to offering

superior and safe personalized air charter service to the traveler whose expectations demand a high level of attention,” Conlan says. To ensure this, Sky Limo’s highly diversified management team has more than 75 years of aviation, marketing, and customer service experience. The company’s fleet covers a host of jet and piston models, including the following aircraft types:

Jet

- Learjet 35
- Learjet 55
- Challenger 600

Multi-Engine Turbo-Prop

- King Air 200
- Merlin IIIA
- Merlin IIIB

Multi-Engine Piston

- Cessna 421
- Cessna 414
- Cessna 401
- Britten-Norman Islander

WHY CHARTER?

Most people find that chartering a private aircraft has several distinct advantages over flying commercial airlines. Conlan says the following list of reasons is why corporate or leisure travelers prefer chartering Sky Limo’s aircraft:

- **Flexibility in scheduling:** Tailoring flying to your itinerary instead of traveling around commercial airline schedules allows you more flexibility when arranging a trip.
- **No hassles:** No more flight delays, lost luggage, paying for extended parking, or racing through crowded terminals for connecting flights.
- **Savings:** In most cases traveling in groups of four or more can be more cost effective when chartering your own private aircraft versus flying commercial airlines.
- **Time is money:** Today’s corporate executives may find themselves late for important business meetings due to commercial flight delays. When chartering your own private aircraft you can be sure that your departure and arrival will be punctual.

- **Intimacy:** Business executives have a more intimate environment in which to review objectives to be discussed in the meeting they may be flying to. Another advantage is the comfort and convenience of sitting across from one another when traveling as opposed to sitting in a row or in different parts of the plane.

FLYING TO THE ISLANDS

Whether chartering a flight or flying their own aircraft to the Bahamas, travelers may want to familiarize themselves with the basic flight operations to the nearby island nation. Leaving from the east coast of Florida, first landfall occurs at Grand Bahama Island (60NM) or Bimini (55 NM). Overlapping VOR/DME, NDB navigation signals provide course guidance from the U.S. coast and throughout the most frequently traveled routes in the Bahamas. There are more than 50 airstrips available in the Bahamas and aviators are welcome at all government-operated facilities and most of the privately owned ones as well.

However, Conlan warns that not all of the Bahamian airports are equal or on par with those in the U.S. For example, many of these airports lack certain services such as dedicated repair facilities. The thunderstorm-laden summertime weather and lack of instrument approaches at many airports can make flying into the Bahamas tricky at times. Nevertheless, flying into the region offers the same safety levels as flying anywhere in the U.S. Conlan explains that proper flight planning is key,

especially when it comes to having the appropriate paperwork in hand.

LIVING IN PARADISE

Conlan is one of the few lucky professionals who have joined their vocation and avocation into a successful business. His real-estate business



Tom Conlan has the best work commute: flying into the Bahamas

“Flying over the beautiful waters and seeing the color changes makes commuting to work extra special”

finds him flying one of his aircraft to the Bahamas, especially Great Exuma, on a frequent basis.

“Flying over beautiful turquoise waters and seeing the color changes makes commuting to work extra special,” Conlan says.

Great Exuma is a community of 365 breathtaking cays and small islands just waiting to be explored. Yachts and sailboats cruising the Exumas make Great Exuma one of their favorite stops along the way.

Just a 15-minute walk from Georgetown, the quaint capital of the island, February Point, is easily accessible by flying into Great Exuma’s International Airport, which offers amenities that cater to small general aviation aircraft and large corporate jets alike. In fact, it is one of the better airports in the Out Islands, as it offers 8,000 feet of smooth paved runway and bountiful fuel facilities. From the airport, February Point is a lovely 15-minute drive along the seashore.

Located in the heart of the Exumas is Conlan’s favorite island getaway: February Point Resort Estates, the upscale resort community offering some of the most coveted ocean-front property found anywhere in the Caribbean. With its many high-end resort developments including the new five-star Four Season’s Resort & Casino at Emerald Bay, Great Exuma is now considered to be the Riviera of the Bahamas. Situated on a private 80-acre peninsula overlooking the Exumas, with many tiny cays, coves and virgin beaches, February Point is designed to provide the perfect haven for those yearning for sunshine, unspoiled natural beauty, and the unique ambiance of the Bahamas.

Conlan says elite travelers choose February Point as their home (and office) away from home because not only can they relax in an environment that is the antithesis of the “tourist trap,” they can easily maintain business contacts by phone or laptop. All this can be accomplished while enjoying Exuma’s comfortable average daily temperature of 78 degrees. “Once here, many visitors find it hard to return to their normal lives,” Conlan says.

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Sun and fun is not the only enticing activity in the Bahamas. On Exuma, the grand opening of the Four Seasons Resort & Casino offers the perfect opportunity for gamblers to play with their hard-earned money. Conlan says the casino and several other upscale developments now under construction are expected to raise property values dramatically over the next several years. “This is the time to buy,” he says.

A TAX-FREE PARADISE

Aside from the cool breezes, sandy beaches and exciting nightlife, the Bahamas real estate sector also provides an excellent investment opportunity for those seeking healthy tax-free profits. In the Bahamas, individual residents, resident corporations, partnerships, and corporations do not pay tax. There are no capital gains taxes, corporate earnings taxes, income taxes, sales taxes, inheritance, or dividend taxes. If this isn’t enough of an incentive to relocate to the Bahamas, then consider this: the possibility of obtaining permanent residence in the Bahamas and associated tax benefits is now obtainable through the purchase of a Caribbean villa or a home site for the construction of a custom villa. Conlan explains that the February Point rental pool, which rewards investors with tax-free monthly rental income, makes this an even more attractive investment.



ARE YOU READY TO ESCAPE?

Whether embarking on an island adventure or launching a serious Caribbean real estate hunt, the Bahamas is definitely the place to visit. Of course, extensive planning and research is necessary before embarking on any real estate deal, especially when buying property outside the U.S. Nevertheless, the Bahamas offers a wealth of beauty, excitement, and an escape from all the hustle and bustle of large metropolitan areas. Just heed this warning: once there, you may never want to come back. ▀

About the Writer

Arturo Weiss is a bilingual (Spanish/ English) aviation journalist and consultant. He is the Latin American editor for *Aircraft Interiors* magazine and writes for various other aviation publications. Arturo is a commercially rated pilot with instrument and multi-engine ratings.
aviationwriter@earthlink.net



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By AIR & SEA



Now you can get a discount on a yacht charter if you are a Sentient club member

There was a time when airplane and yacht companies had about as much in common as oil and water. But these days, the two industries have been combining forces to provide enhanced services and mutually beneficial experiences to clients. Now, you can get a discount on a yacht charter if you're a Sentient club member or free Marquis plane hours with the purchase of a new boat.



Jamie Edmiston
Edmiston & Company

“Our thinking is that people who like to fly planes also charter yachts,” says Jamie Edmiston, president of Edmiston Yacht charters in Los Angeles, California. “We felt that having a marketing partner in the private aviation industry is a natural fit.” Perhaps more *logical* than natural is Edmiston’s partnership with industry leader NetJets, which has the largest fleet of private aircraft in the world. Combine that with a global yacht company that routinely charters yachts in excess of 300 feet, and the partnership makes sense.

Edmiston says that, under the agreement,

his charter guests can put 5% of the charter fee towards a NetJets flight. On a 350ft yacht, those dollars add up quickly. Though the program is still in its initial stages, Edmiston says that his company is excited about the arrangement. “NetJets is the best in its industry,” he says. “And we are the best in ours. This adds credibility to both companies.”

Over the last six months, Sentient Jet has been forming alliances with high-end resorts, and also with the Sacks Group, a Ft. Lauderdale-based yacht charter broker. “We’re trying to provide op-

portunities for our clients that they wouldn’t necessarily experience otherwise,” says Jill Kremins, Sentient’s vice president of marketing. She says that Sentient jet card members get preferred rates on Sacks-organized charters, and preferred treatment on the yachts. “The captain makes sure there’s champagne in the room when they arrive,” she says. The two groups are

also co-hosting yacht charter shows for clients. “We want to give our clients a new level of service,” says Kremins.

Marquis Jets has also formed an unusual alliance



Jill Kremins
Sentient



Jennifer Saia
The Sacks Group

“Sentient Jet and The Sacks Group offer combo packages. **Sentient card members get preferred rates on Sacks-organized charters**”



with Sea Ray Boats of Knoxville, Tennessee. “We wanted to align ourselves with high-end consumer brands,” says Marquis CEO Bill Allard. “So we’ve forged a relationship with Sea Ray and have helped them create a sales incentive program.” The high-end boat builder held its “Take Off for Summer” sales event last February, offering free hours on Marquis/NetJets private jets when consumers bought particular Sea Rays. “If someone bought a 360 Sundancer, for instance, they got a certificate for four hours on a Marquis jet,” he says.



Bill Allard
Marquis Jets

“For a new 560 Sedan Bridge, it would go up to 24 hours.”



Rob McGrath
Abercrombie & Kent

Abercrombie & Kent Destination Clubs has recently formed a new private aviation division called A&K Jets. This alliance with Flexjet allows Destination Club members to fly the Flexjet network at will, for less than other card programs. “Hourly costs are about the same as fractional ownership,” says Rob McGrath, CEO of A&K Destinations, “but significantly cheaper than the other membership cards.”

Like Flexjet’s fractional owners, A&K Jet

members get the same perks and quality customer service on the new Bombardier Learjet and Challenger fleet, but without the initial front-end investment. There is one catch, however. A&K requires membership in its Destination Club, a \$250,000 fully refundable fee that gives members free access to multimillion dollar mansions and resorts worldwide. McGrath expects current Destination Club members to use the new A&K Jets service, but also foresees members of other card programs turning in their cards for his club. “We think a combination of the financial incentives and luxury of our destinations makes a very compelling proposition,” he says. — *Michael Verdon* ▲

What Are Your Options?

How do different programs compare?

Written by Arturo Weiss

Here's a look at a selection of charter and fractional companies currently in operation.

NETJETS

In 1986, Executive Jet pioneered fractional aircraft ownership with the NetJets program offering a highly efficient and cost-effective way for individuals and companies to meet the demanding travel requirements of



today's busy lifestyles. Executive Jet first implemented fractional jet ownership in the United States, with the NetJets U.S. program, and has since expanded NetJets' success to Europe and the Middle East. This year NetJets will fly over 250,000 flights to more than 140 countries. In 1998 after experiencing NetJets' ownership for three years, Warren Buffett and his company Berkshire Hathaway purchased NetJets and its parent company, NetJets Inc.

- NetJets International (NJI) is a NetJets Inc. company that was started in 1995 to bring the world of long-range, intercontinental and transcontinental, cabin class, Gulfstream IV aircraft to NetJets' owners. Today the NetJets International subsidiary of NetJets Inc., operates all NetJets' Gulfstream IV-SP and Gulfstream V aircraft.
- Executive Jet Management (EJM) is a NetJets Inc., company, offering turnkey aircraft management, charter aircraft management, and on-demand charter services. EJM can tailor a program to manage all aspects of flight operations for private aircraft or corporate fleets.
- EJM Charter Aircraft Management can provide owners with charter revenue if they have available flying time on their aircraft. EJM Charter Aircraft Management can increase aircraft utilization and offset oper-

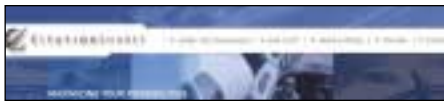
ating costs while adding value to aircraft ownership with guaranteed charter revenue. In addition, owners can recognize significant discounts through large-volume purchase economies of maintenance, fuel, training, and insurance.

- EJM Charter Services offers 24-hour access to a staff of charter service managers who match customer travel needs with aircraft type, passenger comfort, and budget. In addition, they arrange all third-party services, including ground transportation, catering, customs, and international planning.

CITATIONSHARES

CitationShares claims its niche by uniquely focusing on light and mid-size aircraft, which are best suited to the typical private jet trip. The company claims this approach allows it to bring its clients greater value with a practical, safe travel solution. The operator says its clients enjoy the flexibility, comfort, and satisfaction that define the CitationShares experience. This business formula must work, as the company has gained approximately 400 customers after four years in business.

CitationShares is owned equally by two of the leading names in aviation. Cessna is a household name in aircraft manufacturing and TAG Aviation is one of the world's premier aircraft management and operations companies. Cessna brings three of its best selling models to the CitationShares partnership – the Citation CJ1, the Citation Bravo,

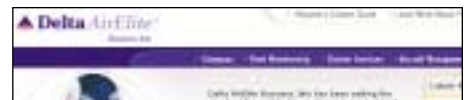


and Citation Excel. The manufacturer claims its Cessna Citations are flown by more companies and individuals than any other light or midsize business jet model. Cessna and CitationShares have announced an agreement whereby CitationShares has options to purchase up to 50 Citation Sovereigns.

CitationShares currently operates 42 Citation jets, including the Citation CJ1, with low acquisition and operating costs, advanced avionics, and jet performance for the price of a turboprop; the Citation Bravo, which combines the newest-generation jet engines, avionics, and flight controls with best-in-class mission flexibility; and the Citation Excel, the only business jet offering the stand-up cabin comfort of a mid-size jet with the economy and mission flexibility of a light jet.

DELTA AIR ELITE

Delta AirElite Business Jets is a wholly owned subsidiary of Delta Air Lines, providing aircraft charter, aircraft management, its Fleet Membership Program, and the Flexjet Membership Program. Now in its twentieth year serving business aviation travelers, Delta AirElite is the only business jet operator owned by a major U.S. airline. The company operates a diverse fleet of Bombardier Challenger, Learjet, Gulfstream, and Cessna Aircraft.



With access to more than 400 business jets strategically positioned throughout the United States, Delta AirElite has undertaken a strong initiative to strategically increase its fleet size through charter management agreements. The addition of a Lear 60 continues the company's expansion on the West Coast. The aircraft, based at the Long Beach Airport (CA), joins the Delta AirElite fleet through a charter management agreement. Charter management agreements offer an attractive option for corporations and aircraft owners who want to lower aircraft ownership costs by having their corporate jets certified for Delta AirElite's commercial charter operations.

In May, Delta AirElite and Bombardier Flexjet renamed their popular Fleet Membership Select program as Flexjet Membership. The Flexjet Membership card offers members 25-hour increments of "occupied" time in their choice of Bombardier Learjet 31A, Learjet 45, Learjet 60, or Challenger 604 aircraft. With Flexjet Membership the only thing members buy is time. Flight is available without long-term commitments or capital investment for an all-inclusive price. Members also receive the advantages of Medallion status in the Delta SkyMiles program.

BOMBARDIER SKYJET

Bombardier Skyjet was founded under the name Skyjet in 1997 and launched the first online private jet reservation system in 1999. Since then, they have continued to build and refine an extremely selective network of some of the finest operators in the country. Bombardier Skyjet offers on-demand, pay-as-you-go private jet service for



individual charter trips, and also offers an industry-leading jet card membership program, Premier Fleet, designed for people who fly more frequently.

In July 2000, when Bombardier Aerospace was looking for a strategic way to expand its offerings, Skyjet became its top choice. Today, with Bombardier, Skyjet claims to offer the most comprehensive and innovative programs in the history of private jet travel. The company backs up these claims with its state-of-the-art real-time reservation system and expert personal services, reinforced by Bombardier Aerospace's support system.

RAYTHEON AIRCRAFT CHARTER & MANAGEMENT

Raytheon Aircraft Charter & Management (RACM), one of the largest charter

companies in the U.S., is backed by Raytheon Aircraft Company, an organization with 70 years of experience in manufacturing, operating, and maintaining business aircraft. RACM claims it is unlike most charter companies, as its size allows the ability to offer 24-hour service.

RACM offers a wide range of aircraft management options to make aircraft ownership experience easy and carefree. The company handles all the daily issues that can



make aircraft ownership cumbersome and time consuming. Their aircraft management services include maintenance, financial, dispatch, and complete flight operations. RACM has more than 40 years of experience keeping aircraft at peak performance. ▲

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The luxurious decor offers an exquisite two-story foyer with fireplace, slab marble staircase with wrought iron railings, and faux painting inside and out.

Surrounded by manicured landscaping, a heated pool with raised spa is enhanced by a fiber optic light display at night.

A custom gourmet kitchen with top-of-the-line appliances includes a wine cave. An open bar adjoins a furnished sitting area where you can relax in front of your HDTV entertainment center.

Enjoy attention to detail throughout – from marble floors to custom moldings and surround sound system in every room. Stand in the formal dining room and look up at the hand-painted Italian-inspired fresco ceiling, just one of artist Iurie Luchian's original oil paintings that highlight the house.

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