Keep LA business exclusive with 7501

Castle & Cooke Aviation introduces 7501 to the Van Nuys Airport: an exclusive space for the business aviation community. Providing for more than its patrons’ flying needs, Castle & Cooke Aviation’s 7501 facility offers an elegant atmosphere for a lasting impression when entertaining customers, prospects and guests.
At some point, you've likely considered whether to charter out your aircraft when you're not using it. And unless you already use your aircraft more than 200 to 300 hours a year, there likely is room to do so.

With the high fixed costs of aircraft ownership, such as capital costs, crew, hangar, insurance and regularly scheduled maintenance, spreading these costs over a greater number of hours reduces your own effective hourly cost. Many of today's newer generation of business aircraft are designed for higher levels of use. Given these two factors, plus the higher demand for charter aircraft in the "sharing economy," it may make sense to place your aircraft on a charter certificate.

But is charter right for you? Two factors largely will inform your decision: can you share, and will you save?

**CAN YOU SHARE?**

1. **Do I want somebody else on my aircraft?** If the idea of someone else sitting in your seat bothers you, charter is not for you.

2. **How often do I want/need my airplane?** The question is more one of days available, rather than hours. The more frequently you can make the aircraft available, the more charter it can generate.

3. **How predictable is my schedule?** Do you know your schedule weeks ahead, or do you have frequent pop-up trips? The more set your schedule, the more revenue your operator can generate.

4. **Am I willing to give up my airplane during popular travel time?** Fractional and charter operators have defined "peak days," restricting access to meet all demand. If you'll definitely want your aircraft at holidays and the same time everyone else does, you will forgo revenue.

5. **Are you going to restrict use?** Long flights only, daily minimums, no rock bands, and other restrictions will reduce potential revenue.

**WILL YOU SAVE?**

1. **State taxes.** Many states require state sales or use tax to be collected from an aircraft acquisition, and a multimillion dollar purchase creates a significant tax liability. However, most states offer relief or an exemption if the aircraft is operated in commercial use. In high-tax states, this alone may be enough to justify chartering your aircraft. Compliance with these regulations and eligibility for this exemption vary from state to state, so do contact a tax advisor to ensure the transaction is as tax efficient as possible.

2. **Charter Revenue.** When you're not using the aircraft, others will pay you (via the operator) for its use. In today's charter market, the operator should be able to generate enough revenue to make a significant contribution to the direct costs of your own flying. The revenue could make a dent in your fixed or capital costs. However, even in today's low interest environment, it is highly unlikely that the aircraft will ever generate enough revenue to cover the fully burdened cost of owning and operating an aircraft.

The decision to place your aircraft for charter is not simple, and should not be made quickly. Consider whether the potential benefits will benefit you.

Cameron Gowans is the Vice President of Sales & Marketing for JetSuite, Inc. He has more than 25 years in sales, marketing, and executive experience with OEMs, fractional providers, and charter/management organizations.
REIMAGINE
THE POSSIBILITIES

Fresh off an $11 million renovation and surrounded by major Fortune 500 companies, the studios of Burbank and the corporations of Hollywood, the Warner Center Marriott Woodland Hills is in the hub for all business activity.

NEW M CLUB LOUNGE with 24/7 access to additional food and beverages options, complimentary access to computers, printers, charging stations and data ports

TWO POOLS, one indoor and one outdoor, and a state-of-the-art fitness center

Renovated M CLUB ROOMS AND SUITES with high floor locations, superior amenities and 24-hour access to the M Club Lounge

30,000 square feet of REFRESHED MEETING SPACE, including a complete 2nd floor meeting room renovation and enhanced built-in technology

On-site DINING OPTIONS like Starbucks café, Asado Urban Grill, Q Bar and the seasonal Urban Oasis Bar

CONVENIENT LOCATION off the 101 Freeway and walking distance to the Topanga Mall and the Village at Westfield

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M CLUB GUESTROOM
Despite the ease of communication afforded by modern technology, nothing can replace the value of face-to-face interactions for businesses in a highly-connected, globalized market. That’s where local company Castle & Cooke Aviation—based at Van Nuys Airport (KVNY)—fits into the business plan of Los Angeles’ premier corporations.

Operating out of a private aviation terminal, Castle & Cooke Aviation provides businesses in the greater Los Angeles and San Fernando Valley area with the aircraft solutions they need to make face-to-face interactions happen. What drives this need? For savvy companies, business aviation—unscheduled air travel via charter or privately-owned aircraft—is not simply a matter of convenience. It’s the fuel that drives the success of their enterprises, the fuel that drives L.A.’s economic engine.

According to the National Business Aviation Association (NBAA), organizations that use business aviation—as opposed to commercial airlines—outperform organizations that do not in numerous key measures: annual growth in earnings, stock and dividend growth, total share price and market capitalization. In fact, these companies are recognized as the “best of the best” for innovation, branding, places to work and revenue growth, among others. Quite simply, companies that utilize business aviation tend to be better managed.

After more than 30 years in the aviation business, Castle & Cooke Aviation knows how to best serve business clientele. The company has built a reputation for luxurious private air travel and quality services for nonstop elegance. Along with all the necessary aircraft handling operations (such as fueling and hanging), guests to Castle & Cooke Aviation can trust its specially-trained team members to provide a premier experience with expert concierge care, an elegant lobby and reception room, an executive conference room for business on the go, and a VIP event and meeting space across from the operator’s terminal building. And with more than 210,000 square feet of hangar space, 205,000 square feet of ramp space, and 45,000 square feet of Class A office and shop space, Castle & Cooke Aviation has plenty of space to accommodate local businesses’ needs.

“We provide so much more than a standard aircraft handler,” said Tony Marlow, Castle & Cooke Aviation’s vice president of operations and business development. “We provide a premier travel experience, which can be crucial when flying in an important prospect. We’re able to better serve our customers by offering them the space to provide their guests with an excellent first and last impression on their business trip. We’re effectively an extension of their operations.”

Part of that experience is exclusivity and privacy. With its location at KVNY, Castle & Cooke Aviation provides a local approach to flying, helping businesses avoid the traffic and congestion of LAX’s commercial air space. Quick access to major freeways makes Castle & Cooke Aviation a crucial gateway for the San Fernando Valley, helping home businesses thrive, benefiting the economic vitality of the local community.

“Castle & Cooke Aviation, we serve the San Fernando Valley’s leading businesses, helping to make their companies more efficient, profitable and successful,” said Marlow. “This not only benefits our customers, but also our local community by driving the economic growth of the Valley.”

Business aviation provides efficiency that translates to real dollars. Employees land closer to their final destinations with access to ten times the amount of airports than commercial airlines afford. And the amount of time they cut from their travel schedules (you can arrive at the airport and fly off in mere minutes), coupled with the amount of work they’re able to accomplish on the road, boosts both productivity and profitability, feeding the local economy.

And that’s what business aviation does across the country. According to NBAA, business aviation contributes $150 billion to the U.S. economy and employs more than 1.2 million people.

“Well-managed businesses value efficiency,” said Marlow. “Business professionals will take off in the morning and return in the evening having conducted three in-person meetings in three different cities. The only way to operate at that level with such high efficiency is with business aviation.”

Along with its Van Nuys location, Castle & Cooke Aviation further serves Pacific business with operations out of Everett, Washington—near Seattle—and Honolulu, Hawaii. Together, the three locations connect business in the San Fernando Valley with those in Seattle, Canada, the Pacific and throughout Asia for more efficient operations and international trade. For added convenience, guests to KVNY conduct international business now benefit from U.S. Customs open seven days a week.

Learn more about Castle & Cooke Aviation by visiting castlecookeaviation.com.
DEAR JETSUITEX F LiERS

WE’RE SORRY WE’RE RUINING AIR TRAVEL

IT’S NO SECRET THAT THE MODERN TRAVELER IS BECOMING INCREASINGLY DISSATISFIED WITH THE BIG AIRPORT, COMMERCIAL AIRLINE EXPERIENCE.

IT HAS RECENTLY COME TO OUR ATTENTION THAT WE MIGHT BE MAKING MATTERS WORSE.

YOU SEE, JETSUITEX IS REVOLUTIONIZING AIR TRAVEL BY OFFERING THE PRIVATE JET EXPERIENCE AT COMMERCIAL PRICES. FOR THAT, IT APPEARS, WE SHOULD APOLOGIZE.

WE’RE SORRY THAT YOU COULD GET ACCUSTOMED TO STROLLING FROM YOUR CAR DIRECTLY TO YOUR PLANE LIKE A BOSS.

WE UNDERSTAND HOW CONVENIENT IT IS NOT TO WAIT IN LINE AT TICKETING, AND AGAIN AT TSA, AND AGAIN AT THE GATE.

WE AGREE THAT A SECURITY PROCESS WHERE YOU’RE NOT ACCOSTED OR STRIPPED DOWN HALF-NAKED IS MUCH MORE PLEASANT.

WE CAN EVEN SEE HOW YOU COULD GET USED TO THE NEVER-LOST LUGGAGE, AND FIRST-CLASS COMFORTS LIKE EXTRA LEGROOM.

AND WE ADMIT, THIS WAS COMPLETELY INTENTIONAL.

WHAT WE DIDN’T REALIZE IS HOW MUCH YOU WOULD HATE COMMERCIAL AIR TRAVEL AFTER FLYING WITH US. IT WAS HARD TO IMAGINE YOU COULD HATE IT MORE, REALLY.

WE DO HOPE OUR REVOLUTIONARY APPROACH TO FLYING CATCHES ON.

IN THE MEANTIME, MAY WE SUGGEST TAKING MORE TRIPS TO LA, THE BAY AREA AND, OF COURSE, VEGAS.

FOR THAT WE SINCERELY SAY,

YOU’RE WELCOME.

Alex Wilcox

ALEX WILCOX
CEO, JETSUITEX

REVOLUTION IS IN THE AIR™

FLYJSX.COM
Airport Authority Updates City Council on Burbank’s Replacement Terminal

At last May’s Burbank City Council meeting, Burbank-Glendale-Pasadena Airport Authority President Bill Wiggins and Executive Director Frank Miller provided a progress report on the Hollywood Burbank Airport’s 14-gate replacement passenger terminal, which Burbank voters overwhelmingly approved in November 2016.

Multiple tasks are currently being addressed, including revising the Airport Layout Plan (ALP), initiating the federal environmental analysis, hiring a consultant to oversee public charter workshops, and developing a construction financing plan. Milestones in all four areas are targeted to be achieved by year’s end.

The Authority is working with the Federal Aviation Administration (FAA) to revise the ALP to meet the latest requirements. The new ALP will delineate all Airport facilities, approaches, remote lots, and traffic management, as well as the eventual demolition of the existing terminal building and extension of the Airport taxways. The first phase of the ALP revision is estimated to cost $420,000 with the funds coming from the Authority’s Facility Development Reserve. The initial submittal of the ALP for the FAA’s consideration was scheduled for earlier this summer.

Under the National Environmental Policy Act (NEPA), the FAA is required to conduct an environmental analysis before awarding grant funding. The Authority is preparing an Environmental Impact Statement (EIS) through the NEPA process, and that study is separate from the environmental impact report that the Authority prepared and certified through the California Environmental Quality Act process. In accordance with federal policy, the FAA will select and direct the EIS consultant but the firm will be under contract with the Authority.

The FAA’s conditional approval of the ALP will allow the Authority to issue a Request for Qualifications for a consultant to undertake the EIS. Miller said, “While the Authority anticipates that this contract will be awarded in December 2017, with the goal of starting the EIS as early as January 2018, the FAA, as the lead agency for the EIS, will make the final decision on the consultant and start date.” The EIS may take anywhere from 18 to 24 months to complete and has an estimated cost of $3 million. The Authority is working with the FAA for Airport Improvement Project (AIP) grant funding support.

The Authority is committed to holding at least six public charrette workshops in Burbank, focusing on the conceptual design of the new terminal and parking structures. These meetings will be promoted and advertised throughout the City of Burbank. The Authority also plans to hold additional public charrette workshops in Glendale, Pasadena, and the portion of Los Angeles adjacent to the Airport.

CBO Report Says ATC Privatization Bill Swells Deficit By $100 Billion

The National Business Aviation Association (NBAA) recently highlighted the latest Congressional Budget Office (CBO) findings that pending legislation to privatize ATC would grow America’s budget deficit by nearly $100 billion.

The updated analysis of the legislation, H.R. 2997, released this week, comes after a top House Democrat asked the non-partisan CBO to take another look at the bill. The House members noted that the House Rules Committee made significant changes to the bill for the chamber’s consideration, including the addition of a tax title.

Signing the letter requesting the updated review were ranking members of the House Committee on Transportation and Infrastructure, Peter DeFazio (D-4-OR); the Committee on Budget, John Yarmuth (D-KY); the Committee on Science, Space, and Technology, Eddie Bernice Johnson (D-TX); and the Committee on Ways and Means, Richard Neal (D-MA).

The ATC privatization proposal was introduced earlier this year by House Transportation and Infrastructure Committee Chairman Bill Shuster (R-PA). The bill would turn over control of the system—currently overseen by the public’s elected representatives in Congress—to a new entity governed by private interests unacceptable to congressional oversight.

NBAA President and CEO Ed Bolen said the updated CBO score adds to the many significant concerns already raised by a diverse and growing chorus of people and organizations over H.R. 2997, including congressional leaders from both political parties, more than 100 aviation organizations, over 100 business leaders who are also pilots, 100 U.S. mayors, consumer and agricultural groups, and a majority of American citizens, who oppose the idea by a two-to-one majority.

“This study is further evidence that ATC privatization is a bad idea for all Americans,” Bolen said. “The new CBO findings show that the House bill to privatize ATC would increase the nation’s budget deficit by nearly $100 billion. Adding to the budget deficit, just to help the big airlines, is the definition of bad public policy.”

NBAA members have mobilized in opposition to the privatization bill. The association’s Contact Congress resource provides a means for using email and social media to alert lawmakers to the industry’s opposition to H.R. 2997. In addition, a toll-free action line – 1-833-GA-VOICE – connects constituents with their elected officials to oppose H.R. 2997.

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. The association represents more than 11,000 companies and provides more than 100 products and services to the business aviation community, including the NBAA Business Aviation Convention & Exhibition, the world’s largest civil aviation trade show. Learn more about NBAA at www.nbaa.org.
A Business Aviation Q&A: Busting the Myths

In light of publicity surrounding companies’ use of business aviation, NBAA has fielded inquiries from representatives with news organizations and other individuals about what business aviation is and how it is used in the U.S.

To clear up a number of misperceptions, NBAA has provided the questions most often asked by the Association, with responses that lay out the facts to explain how business aviation helps companies of all sizes remain nimble, competitive and successful.

Aren’t business aircraft used mostly by major corporations?

No, the vast majority of companies using business aviation—85%—are small and mid-size businesses and other entities, including nonprofit organizations. For every Fortune 500 company that relies on business aviation, there are several small businesses that also need their airplane. Most companies use just one business airplane, which typically seats six passengers and flies relatively short stage lengths, mostly using small community airports.

Aren’t the planes used just for CEO transportation?

While each company has its own policies for use of business aircraft, an NBAA survey revealed that 86% of passengers aboard business airplanes are mid-level people, including salespeople, engineers, or other employees. Many companies have a first-come-first-served policy for use of the aircraft.

Why would a company ever require an executive to fly exclusively on a company airplane?

Some companies want their top people to be in constant communication with the home office. Security is also often a consideration, especially for companies with a high public profile; business aircraft allow employees to discuss proprietary information in a secure environment and without fear of eavesdropping. And companies want to ensure that executives are able to maintain flexible and nimble schedules, with reliable transportation access to all the places they may need to reach on a moment’s notice.

Do companies just use these planes to avoid the hassles of airline travel?

Companies that have their own airplane often use the airlines. A survey conducted by NBAA several years ago revealed that the Association’s Member companies spend $11 billion annually on travel with the airlines. NBAA makes available software called “TravelSense,” which helps businesses determine the best transportation option for a given mission.

What are the kinds of trips where business aviation makes more sense than a commercial flight?

Some examples might include trips that involve destinations with little or no airline service; missions that involve multiple stops in a single day; delivering people or parts in real time (for example, flying emergency equipment to a broken assembly line or providing a flight for employees who need to discuss proprietary information).

What should shareholders know about companies that have an airplane?

Companies that have an airplane return more to their shareholders than their competitors without aircraft. Studies show business use of general aviation add value to a company’s bottom line. Businesses can make a trip involving stops at several locations, then return to headquarters the same day, saving time and travel expenses that would be needed to make the same trip over several days via auto, train or airline transport. Business aviation is a productivity tool—when traveling aboard business aircraft, employees can meet, plan and work together.

NBAA WELCOMES COAST GUARD VICE COMMANDANT’S CONFIRMATION TO LEAD TSA

Last month, the National Business Aviation Association (NBAA) welcomed the confirmation of Vice Commandant David P. Pelakso, USCG (ret.) to be assistant secretary of homeland security of the Transportation Security Administration (TSA). Pelakso, a 33-year veteran of the U.S. Coast Guard, where he served as vice commandant prior to his retirement in 2010, is the 13th TSA administrator since the agency’s inception in 2001.

Pelakso is a graduate of the United States Coast Guard Academy with a bachelor of science degree in ocean engineering. He also holds a master of public administration degree from the School of International and Public Affairs at Columbia University and a master of business administration degree from the Sloan School of Management at the Massachusetts Institute of Technology.

In his 33 years in the Coast Guard, Pelakso commanded six Coast Guard operational units. He served on the west, gulf and east coasts of the U.S. and on the Great Lakes. Pelakso also served as commander of Pacific Area/Coast Guard Defense Forces West in California, where he oversaw units performing marine safety, natural resource protection, homeland security and other missions. He retired as vice commandant of the Coast Guard in 2010 and has since worked in leadership roles in the private sector, as well as an adjunct professorial lecturer at American University.

Pelakso has been awarded the Homeland Security Distinguished Service Medal, Coast Guard Distinguished Service Medal, the Legion of Merit (two awards), the Meritorious Service Medal (five awards), the Coast Guard Commendation Medal (two awards) the Coast Guard Achievement Medal (4 awards) and the Commander’s Letter of Commendation Ribbon.

“We congratulate Administrator Pelakso on his new role as the leader of the TSA,” said Ed Bolen, NBAA president and CEO. “NBAA has had a positive relationship with previous TSA administrators, and we look forward to working with Administrator Pelakso in the same manner to implement risk-based security measures. His extensive experience in risk assessment and leadership will be assets to the agency and to our industry as we work together to mitigate security risks through measured, reasonable and workable policies.”

Valuable Safety Events Again Highlight NBAA Convention

The National Business Aviation Association (NBAA) welcomes back two important safety events, which bookend NBAA’s Business Aviation Convention & Exhibition (NBAA-BACE) in Las Vegas, NV: the Single Pilot Safety Standdown on Oct. 9 and the National Safety Forum on Oct. 12. Both events are free for NBAA-BACE attendees, though registration is required.

The 2017 NBAA Single Pilot Safety Standdown takes place the day before NBAA-BACE officially opens, and will focus on building a safety culture in a small or single-organization.

Tricia Coffman, who lost her husband in an aviation accident in 2005 and now serves as vice president of the National Air Disaster Alliance/ Foundation, will discuss the ripple effects of an accident, which extend far beyond the pilot, passengers and aircraft. Aaron McCartney, from the National Transportation Safety Board (NTSB), will look at accident data and explore in detail how an accident chain builds and unfolds. Other industry safety experts will focus on collecting and analyzing data for single pilot operations.

“This half-day event is an intense and interactive look at safety from a single pilot or owner/operator perspective,” said David Ryan, chair of NBAA Safety Committee. “It is a must-attend opportunity for single pilots and owner/operators to zero in on safety and culture in terms applicable to their unique operations. This event will change how you approach daily operations.”

The 2017 NBAA Single Pilot Safety Standdown theme is “Building a Culture of Safety for Single Pilot Operations,” and it will feature presentations that provide practical tools and information to enhance the safety of their operations. Held in conjunction with NBAA’s Business Aviation Convention & Exhibition (NBAA-BACE), there is no registration fee for the Single Pilot Safety Standdown, however, registration is required to ensure adequate seating for attendees as well as to facilitate assignment of NBAA Certified Aviation Manager and FAA WINGS Program credits.

Both the Single Pilot Safety Standdown and the National Safety Forum will be webcast live with archived recordings available after the events.

NBAA-BACE is business aviation’s most important annual event, where participants have an unparalleled opportunity to view the latest business aircraft, products, technology and services the industry offers. Held at the Las Vegas Convention Center from Oct. 10-12, the event also offers a premier networking venue, and dozens of educational sessions.

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