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PRIVATE AVIATION

A Supplement to:

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- Gauging Van Nuys Airport's Role in the Regional Economy
- QA: The National Business Aviation Association
- Selecting the Right Aircraft Storage Facility
- Why Companies Decide Business Aviation is the Way to Fly

A Business Guide For The Executive Traveler

PRIVATE AVIATION



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Cover art courtesy of Key Air.

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Key Air Expands to the West Coast

Exec-to-Exec Service, Never-Ending Pursuit of Excellence Distinguish Key Air

By THOM SENZEE

Having taken flight over 20 years ago in Oxford, Conn., Key Air, one of the nation's premier aviation management and worldwide charter firms, has manifested its destiny in 2009 by landing at Van Nuys Airport.

Furthermore, according to the company's vice president of the western region, the established aviation firms along the storied tarmacs of Van Nuys Airport's One-Six-Right runway will be facing a whole new level of competition. "From an operational perspective, Key Air has the highest safety rating from ARG/US," said Mike Skelly. "We're Platinum rated."

According to Skelly, "But what is really extraordinary is that we are also Wyvern-recommended and have received the FAA's Five-Diamond award, which only is bestowed upon companies who have been exceptional in aircraft maintenance for five years in a row," Skelly said. "It's really unique to have all three of those designations simultaneously."

Yet, says Skelly, a stellar safety record and a supremely ranked maintenance regime are not the reasons customers should be impressed by Key Air.

"Those things are a given," he said. "At least they should be, if you're an aviation management company."

According to Skelly, it's Key Air's reputation for experience, dependability and personalized service that distinguishes the firm from others in the industry.

"However", says Skelly, "What matters most is customer satisfaction."

With operations in the northeast, serving Boston, New York, (i.e., Wall Street), Florida and the Midwest, Key Air is determined to hold true to the business model that V.P. Skelly said has garnered the company a lot of attention from Day One.

"Originally, we were a classic aviation management company," he said. "But as the private aviation market started to evolve the company hired an executive team that not only had experience with aviation but also understood business."

"Having that aviation-and-business acumen allowed our customers and our executives to act like-mindedly."

Not only did Key Air get attention from customers looking for a new experience early on, but the media and investors took note. The company's growth has been consistently exponential, said Skelly, even during the current recession.

"I would say it has been truly exponential in the last few months, and is outpacing the momentary uptick now being seen in the industry overall."

Among the Key Air fleet are aircraft from Bombardier, Gulfstream, Dassault Falcon, Hawker and various other late-model business jet aircraft.

"That diversity shows that we understand the big differences in the various manufacturers, as well as the subtleties, such as those that make a Global Express different from a G550," Skelly said.

But as important as knowing the aircraft Key Air operates and manages is knowing the people the company hires.

"The overarching quality in people we look for is that they can commit to the culture of our company, which is the constant pursuit of excellence," he said. "We look to hire people who have the practical expertise required for the associated position, but equally as important we look for people who are analytical and

ing, as well as staple services, such as maintenance coordination and administration, hangar leasing and services, exterior and interior cleaning, financial reporting, and aircraft insurance. What makes us different is how we do those things.

On the charter side of the business, Key Air offers 24-hour personal concierge services, experienced, highly skilled pilots and crew, safe and confidential communications, dedicated charter representatives, gourmet on-board catering, customized itineraries, and flexibility to accommodate special requests. Further, we have created some very innovative charter programs and the market is responding.



look for ways to creatively solve problems, people who are proactive vs. simply reactive, in short, people who will contribute to the satisfaction of our customers.

"It's a tough environment. But frankly, no one comes close to the level of satisfaction we give our customers."

One thing Mike Skelly was adamant about expressing during his interview, was that he wants everyone and anyone who has an aircraft at Van Nuys Airport to call him and give him five minutes to explain how Key Air is different.

"If they're looking for a different experience, a better experience, giving me just five minutes on the phone will be productive and refreshing—and probably lead to several meetings during which I will explain why this company is on the verge of becoming a major national force and will provide a level of satisfaction not yet achieved with regard to the management of their asset," he said.

Said Skelly, Key Air offers traditional aircraft management and charter services: dedicated personal flight coordinators, flight planning, flight tracking with 24/7 dispatch services, pilot selection, training and schedul-

With its proximity to major U.S. cities, such as New York, Boston, Minneapolis-St. Paul, Palm Beach and Los Angeles, Skelly said Key Air can deliver a more efficient and streamlined alternative to the congested airports.

Key Air's three FBO facilities include: Key Air NY Metro (OXC) in Oxford, Conn; Key Air Twin Cities (ANE) just outside Minneapolis-St. Paul, Minn.; and Key Air South Florida (FPR) in Ft. Pierce, Fla.

"We've got all that to offer in concert with our people constantly pursuing excellence and utmost in satisfaction from our customers," Skelly said. "New customers find a level of professionalism and satisfaction that's quite difficult to achieve."

Skelly believes those qualities make Key Air more attractive than other aviation management and private charter companies.

"We do things right the first time," Skelly said. And that makes all the difference."

To learn more about Key Air's comprehensive and customized approach to aircraft management and worldwide charter, visit www.KeyAir.com or call 1.888.KEYAIR.1.