



### *A Message from Terry...*

Chartering a private business jet is a tough decision. Especially, with all the options you have available today, with the internet, jet cards, time shares, brokers, and the new very light jets (VLJs). However, I feel there are several items you must consider before chartering your next jet or helicopter. So I choose this time to send you our portfolio. I hope to refresh your memory and show you what is new at Florida Jet Service, and share with you my thoughts and opinions.

What qualifies me to write this letter? I feel it is my experience in the industry. I have flown charter now for more than 30 years, having accumulated over 19,000 hours of flight time and at least 17,000 of that time is flying charter. I am the owner of Florida Jet Center, a Part 145 Repair Station, that has been in business since 1986. My sister company is Florida Jet Service, a Part 135 Aircraft Charter company, that was established in 1991. I am type rated in the Gulfstream and Learjet aircraft, and am a licensed Aircraft Technician with Inspectors' Authorization. But, enough about me. I would like to touch on, what, in my opinion, are the most important things to consider when choosing a charter provider:

**Safety.** Florida Jet is audited by both of the major firms once a year, in addition to 2 other private Fortune 500 companies. We are Argus "Platinum" safety rated. Argus inspects 930 operators and only 56 have reached Platinum status.

**Longevity.** FJS has been owned and operated by me since it began in 1991. No venture capitalists here. We were not built to be sold. Our foundation is built on my love and passion for aviation and desire to provide customer service the old fashioned way.

**People.** Over half of our employees have been here over 8 years. My Director of Maintenance, Rick Letendre, over ten years. Todd Stuart, Director of Operations, over 12 years. Sean Sutton, Captain, over 10 years, and Kelle Goodwin, Vice President and Charter Coordinator, 10 years. The next charter you arrange, ask the person on the phone how long they have been there, or better yet, how long the company has been in business – under the same name. I wish I had a dollar for every time someone came to me and said he was going to revolutionize the charter industry, and wanted me to get on board. Sure enough, those operators are now all gone, and Florida Jet is still here.

**Size.** Size does matter. To others, you are a trip number, but I bet you have a name. Ever get the feeling your talking to a boiler room? Hear the other charter coordinators talking and yelling in the background? And by the way, I have the same access to the 4000 charter airplanes they do. I will not apologize for the size of FJS. This is by choice. We are able to maintain the personal touch and the quality control that I need to feel satisfied we did our job well. I often receive calls from owners wanting me to manage their aircrafts because of our reputation. I will not do it. We own 5 aircraft, look it up on the FAA data base. No Delaware Corp.'s here. They all say Florida Jet Service, Inc. No leases, no lease agreements, no operational control problems here – as we have seen in the last two major general aviation accidents.

One more item that falls under size is how the telephone is answered. Our charter line is answered by Kelle or myself. You may talk to one of our other coordinators when Kelle or I are talking with our customers, but one of us will call you right back. When that emergency happens at 3:00a.m., you will talk to Kelle or me. We call forward our charter line to our cell phones after hours. No answering machines, no buttons to press, no message to leave.

To summarize, safety is an attitude. It comes from years of experience and a hands on manager that leads by example. I instill a safety policy to every employee that walks through the door. I make sure my pilots are properly trained and have the right attitude towards the customer and safety. I have met many pilots that look great to the auditors and are fresh out of factory approved training, but just can't make it at FJS because they do not have the skill and professionalism I require. Our commitment is why we have a perfect safety record, and great relationship with the FAA.

Florida Jet is its people. I seek out talented and loyal individuals who enjoy their work, take pride in their work, and most importantly understand customer service. With 3 Lear 55's, a Gulfstream III, and a EC130 Helicopter, we are a small charter company by choice. The Home Depot is a great example. What a great institution, but don't you sometimes miss that small hardware store attention? The owner personally greets you, you know the name of the salesman, and there are only 20 spaces in the parking lot instead of 1,000. You are actually a person when you walk through the door. That is the same type of service you can expect from Florida Jet.

We have a great reputation. Ask anyone. Our aircraft are pristine – the interiors are spotless. Our pilots are experienced aviators who will not only fly you to your destination, but also carry your bags, see you to your waiting transportation, and make sure you are safely on your way.

At Florida Jet, we understand what it takes to make a business successful. We take great pride in building long-term relationships, one customer at a time.

Terry Robertson  
President