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August 29, 2005

8 Hours to Landfall

The Return of Million Air
New Orleans



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second quarter, 2006

president's message

Gratitude



Mike Delk Accepting NATA's Distinguished Service Award

It was an interesting AS3 meeting this past March in Las Vegas. I attended the opening session to view the annual awards ceremony and to listen to Newt Gingrich. I was completely surprised when I heard that I was awarded the NATA Distinguished Service Award for "outstanding service and ongoing contributions to the industry." I was then asked to say a few words during the presentation; I'm not a very good impromptu speaker. I think I did babble on for a minute or so, and then when I got back to my seat, I began to think of all the things I wish I had said. Fortunately, I have the opportunity to write this section of our newsletter each quarter, so I thought I'd use this newsletter to write what I would have liked to have said in Las Vegas.

First of all, I'd like to say how fortunate I feel to be a part of the aviation industry. Additionally, I'd like to mention how blessed I've been to have my wife Mary by my side for the past 33 years, putting up with my days away from home as I pursue my passion for aviation.

I've been a pilot and involved in this industry for over 30 years. Although most people

know of Air BP as an aviation fuel distributor, I've always felt that Air BP is more than that because we provide so much more than just aviation fuel and we truly support aviation companies. This is the only industry I'm aware of where almost everyone truly enjoys their work and the people associated with it. I know several of my associates spend their extracurricular time either flying, being around aircraft, or being around people that enjoy flying and talking about flying. We don't think about this much, but many of us don't feel like we really go to work. I talked with Bob Showalter later during AS3. We discussed how lucky we are and how we enjoy going to the office each day just to talk and work with our friends.

Secondly, I wanted to say how humbled I am to be given this award. I've worked hard over the past several years to try and make a difference where I can. I've supported NATA as well as other aviation organizations. But then there are so many others in the industry that I feel go above and beyond to make a difference each and every day. It's humbling to feel that I was recognized with the same people that I have looked up to as leaders in the industry over the years.

Third, I wanted to say what an honor I felt to be given this award by NATA. When I first got involved with the aviation industry, it seemed that NATA was the one association that really focused on the needs of the businesses in the industry. Over the past 30 years that has proven to be true. They have become a real leader in championing both the success of aviation businesses and at times, the very survival of the industry itself. To be given this award by an organization that has had such an impact on the industry is truly special.

As a final note, I need to say something about the need for everyone's involvement in NATA. There has probably never been a time when our industry has been more threatened. Issues such as the recent tax changes, user fees, secondary containment, and Part 135 Operational Control are just a few of the issues at the top of the list the industry is dealing with. Jim Coyne and the staff at NATA are leading these battles on our behalf, but they need your help. If some of you are not currently members of NATA and supporting their efforts, I urge you to join now. I know you may be skeptical of NATA's (or anyone's) ability to affect the government and these issues, but NATA has proven time and time again that if we ban together, we can make a difference. Furthermore, if you have any inclination to get involved with NATA and the industry in their efforts, be assured that you will get far more out of your involvement than you put in. I know that I have over the years.

Thank you NATA for this recognition and thank you to our customers who have supported our company and given me the opportunity to be a part of this great industry.

Sincerely,

Air BP Aviation Services
President



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8 Hours to Landfall

The Return of Million Air New Orleans

By Scott Fowler



Those who were not there can only imagine what it was like.

It was beyond hectic. The last few aircraft operators, only hours before Katrina's unimagined wrath pummeled Lakefront Airport, were literally scrambling to depart from the Million Air New Orleans ramp. Already beyond exhaustion and further fatigued by the building hurricane, the last three of the Million Air staff, in the shadow of the historic and weather-tested Moffett Hangar, made all possible last minute adjustments.

It is a unique situation, Lakefront Airport, in that three continuous sides of the ramp are surrounded by Lake Ponchartrain. As a precaution, an eight foot tall cement flood wall, complete with flood gates was built in place to deter any breaching that may occur during a fierce weather event. It takes roughly eight hours to close the gates and, as you can imagine, when the gates have to be closed, bad news is close at hand.

On this Sunday morning, the gates were closed.

The storm was growing. They were the only FBO on the entire field open for business. Vice President and General Manager - Addie Fanguy, Lineman - Will Leahart, and Line Manager - John Harrison were assisting last minute charter flights and customers to safety found away from New Orleans. They started at 5 AM that morning, there was no time for billing and, as the day progressed, the phrase 'quick-turn' took on an entirely new meaning. Sometime around 5 PM, once the last customer was safely off the ground, the small team gathered and amidst the howling wind, word was finally given: It was time to leave the facility. It was a mere eight hours before Katrina blew up the entire area.

The three men were the only ones left.

From there, they had to negotiate the only escape route (a levee next to the lake), the last minute mass exodus of people (three and a half hours to drive some 22 miles), lack of accommodations (no hotel until Birmingham, Alabama) and closed gas stations (a special thanks to that kind man in Mississippi who, in the middle of the night, opened his station for Addie). They managed to make it to safety.



Will Leahart, Addie Fanguy and John Harrison

We all know what Katrina did from there...

Two days later, by way of airboat and a National Guard truck, Addie made his way back to the ramp. At three and a half blocks from the facility he found *pieces* of the new furniture from the just completed 4,000 square foot business center, strewn about on the road. *Three and a half blocks*. As he progressed, the scene became more and more grim.

No further reporting necessary...we have all seen the pictures and TV reports.

"We are the ones who have to bring it back," Addie relayed to his staff.

Within one month of the disaster Million Air New Orleans was operating out of portable offices. Fuel trucks were replaced and fuel was flowing for all manner of aircraft, both emergency and business related. And, despite the fact that five of the Million Air employees' homes were totally destroyed, the Million Air Organization made arrangements for housing and continued pay for each of the displaced. Then through will, sheer effort and pride, the facilities slowly began to reemerge.

"All of our employees have been so upbeat, despite all the destruction. Many of our customers have stated how great it is to see an organization with employees operating under such difficult times," stated Addie. "Any company is only as good as the people who run it."

Now, some nine months later, you will find a temporary 2,200 square-foot, professionally decorated, leather furnished facility, an intact WSI system and the same excellent service. Recent visitors include Harrah's Casino shuttle flights, First Lady Laura Bush and two past U.S. Presidents.

And the future looks very bright: Million Air has acquired two additional hangars, fuel sales are on the rise, the restoration of the historic Moffett Hangar has begun, and the construction of a new state-of-the-art terminal is under way. Finally, with the welcomed return of their fifty plus base customers, it appears that Million Air New Orleans is on the final leg of recovery!

"It looks like we are over the hump," Addie proudly announces.

We hope you show your support of this dedicated and special group of people by planning your next fuel stop at Million Air New Orleans!

marketing notes

Cutting Through the Tangle: Effective Marketing in a Truly Cluttered World

Message Bursts and Strong Espresso • PsychoWhat? • Your Business in 30 Seconds • Exercises in Message Clarity

by Scott Fowler

Interactive Exercise:

QUICK! Read the following words as fast as you can:

Stop and Go. Buy and Sell. Look and LISTEN. Sign up. legassem tnatropml Search here. Hopes and prayers. Find this. Do this. Don't do that.

What one phrase do you remember?

The Sign of the Times

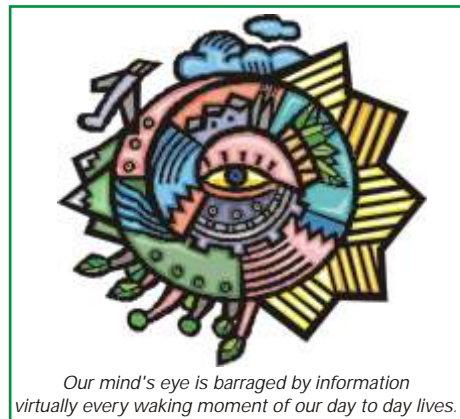
Our mind's eye is barraged by information virtually every waking moment of our day to day lives. Ours is a world of TV, billboards, traffic signs, air traffic control, internet, instant messaging, cell phones, GPS, multiple television channels, satellite radio, commercials, animated pop up ads and drive through everything. For laughs, throw in a double mocha espresso, no whip please, and you now have the biological means to deal with our world of high dosage media. To say we LIVE in a sound byte society is an understatement. Make that a triple mocha...

So, what do we really see through this flood of information, espresso or not? The answer: Everything, actually.

On the other hand, very little of the matter that is shuffled through our internal stimuli gets past our cranial waste baskets and actually sticks to our decision function. Even then, only one or two actually become reality (at least from marketing perspective) and prompt action or change. To get to this stage, it takes a myriad of experiences, such as emotions, values, socioeconomic experiences, and other variants to find equilibrium or familiarity in that one successful message.

This concept is what Big Time Marketers call psychographic segmentation: the study of that which focuses on lifestyles, attitudes

values and beliefs of consumers. To wit: Finding a group of people with a common thread, and then answering a question by creating a need, via some form of communication. If successful, the crafted message will fulfill that need and you will ultimately take the next step in this drama by making a decision and taking action, on some level.



Slip Slidin' Away...

Studies abound on the information retention span of the average human on any given visual message, which is somewhere between two and seven seconds, depending on the study. Short attention span is now the norm and advertisers have gone to great lengths to realize the most efficient method to grab us, tell us (or yell at us) and sell us in the time it takes to blink three times.

Ultimately, this is tough news since we are reminded that our society is based on the speed of sound and anything of importance has to happen in three seconds or it is gone in a flash.

Conversely, there is no need to succumb to this high pressure head plowing. Finding a way to be more efficient with your messages will allow you to compete in a fast

world and not lose your ultimate goal to inform and persuade your prospects effectively, amidst the deluge of information.

So, really, what *are* you saying?

First, take some time to answer the following questions (this is an exercise designed to clarify your message):

1. Can you explain your message or offer in ten words or less?
2. Can you verbalize your offer within 30 seconds? (Sorry, you can't say "Full Service FBO" and you can't talk faster.)
3. Can you state something about your business that is completely different than your competitor(s)?
4. Can you honestly say that your customers know the answers to the above questions? (Hint, hint, wink, wink)

With your answers in place, now try the following methods to increase the efficiency of your message or offer:

1. Introduce your FBO through the use of your logo or associated graphics.
2. Inform your customer of your offer. The less words the better.
3. Invite your customer to contact you regarding the offer.
4. Place this message in front of your key audience. (Where are your customers looking?)
5. Repeat this message as often as you economically can.

These two exercises are the first steps to economize and clarify your offer.



Augusta Aviation, DNL, Georgia
 During the week of April 3rd, Augusta Aviation welcomed golf fans and travelers attending the 70th Annual Masters Golf Tournament. Located less than three miles from Augusta National Golf Course, Augusta Aviation offered convenient taxi service and/or car rental to travelers who attended the golf tournament. A hospitality suite co-sponsored by Air BP, served up fresh continental breakfasts and home-style lunches for their guests daily. Augusta Aviation's traffic was up by 20% over prior years of hosting this same event.

Galvin Flying Services, BFI, Washington
 Galvin Flying Services is a FBO located at the King County International Airport. Jim Galvin started the company in 1930, and Galvin recently celebrated its 75th Anniversary as an independent aviation service company. Jim Galvin led the company for 59 years and hosted and serviced the aircraft of U.S. Presidents, international leaders and dignitaries from around the world. Galvin remains a family-owned and operated business under the leadership of Peter Galvin Anderson, Jim Galvin's nephew.

New Customers

City of Douglas, DGL, Arizona
 520-805-4046

LaSill Aviation, LAW, Oklahoma
 580-351-2900

MTT Aviation, JST, Pennsylvania
 814-536-2112

Nevada County Airpark, 017, California
 530-273-3374

N.E. Regional Aviation, GAD, Alabama
 256-442-3313

Silver Wings Aviation, LEW, Maine
 561-676-6534



Johnston Aviation, LCR, Ohio
 Cessna Aircraft has recently appointed the Johnston Aviation Company as its newest single-engine Cessna Service Center. Johnston Aviation is located at the very "user-friendly" Lorain County Regional Airport, which is located just twenty miles west of Cleveland in Elyria, Ohio. Because of its location, Johnston Aviation is equipped to handle the service needs for all of North-Central Ohio. For more information visit Johnston's web site at www.johnston-aviation.com. For a free quote or to schedule services, please call 440-323-7000.

LaSill Aviation, LAW, Oklahoma
 Air BP welcomes LaSill Aviation of Lawton, Oklahoma to their branded dealer network. LaSill Aviation provides a variety of services for General, Business and Military Aviation pilots including fuel and line services, aircraft maintenance, aircraft rental, flight training, catering, aircraft storage and more. Accommodating aircraft ranging from small personal aircraft to C5 Military Jets, LaSill Aviation strives for a hassle-free and pleasant experience for their customers.

Lynch Aviation, DAB, Florida
 Lynch Aviation is preparing for the Daytona Races coming up in early July. During the events they will have a large hospitality tent featuring seating, a big screen television, food and beverages. Lynch Aviation will offer special pricing on fuel throughout the weeks of the races. There may be chance sightings of some favorite race car drivers as they fly into Lynch for the races. Free shuttle service and courtesy cars will be available to transport guests to the track. Lynch employees are trained and ready to meet the demands of this busy week ahead. A good time will be had by all.

MTT Aviation, JST, Pennsylvania
 The Johnstown-Cambria County Airport Authority has announced the selection of MountainTop Technologies, Inc., doing business as MTT Aviation Services, to provide aircraft maintenance and fueling services at the John P. Murtha Johnstown-Cambria County Airport beginning January 1, 2006. Terry Summerson, President of MTT's Aviation Services, said the support center will provide aircraft maintenance including avionics and engine component support, and fueling services. "It will be a one-stop shop," stated Summerson.

Silver Wings Aviation, LEW, Maine
 Air BP welcomes Silver Wings Aviation, based in the "White Hangar" at Auburn Lewiston Municipal Airport, to their branded dealer network. With a rich history, the hangar was once a training site for many young naval aviators, including one named George Bush. Silver Wings Aviation completely renovated the original hangar and in addition built a beautiful new passenger terminal. The passenger terminal includes a variety of pilot amenities including big screen TV, laundry facility, overnight sleeping quarters and WiFi access.

Williams Gateway Airport, IWA, Arizona
 Williams Gateway Airport will celebrate a milestone on April 6th when Vision Airlines commences round-trip passenger flights four days per week to North Las Vegas. The public charter flights from Williams Gateway represent a step toward becoming a future reliever airport to Sky Harbor. With its long runways and specialized facilities, Williams Gateway is the only other airport that can handle large aircraft traffic.



Redding Jet Center, RDD, California
 Good service deserves to be recognized. Read what one visitor of Redding Jet Center was quoted saying. "I'd really like to put in a recommendation for the Redding Jet Center (KRDD). The name certainly implies heavy, expensive iron and indeed that's true when you see the aircraft parked on the ramp. However, the absolutely outstanding personnel and service extends all the way down to my trusty old C182 and its curmudgeonly grandpa pilot." He then went on to say; "I recently had to leave my airplane there due to bad weather that prevented me from getting to my home in Lakeview, Oregon. I could not have been treated better no matter what I was flying. You won't find better service anywhere." Bruce Webbon, Lakeview, OR.

Air BP news

Air BP Presents The 2005 Carrier of the Year



*Jerry Senci and Wife at Ghost Bar, March 23, 2006
Carrier of the Year presented by Mike Delk and Dave Ware*

of Commercial Transport, Inc. was presented the award at Air BP Aviation Service's Customer Appreciation Event at the Ghost Bar, on March 23, 2006 during the Aviation Industry Expo in Las Vegas, NV.

Air BP Aviation Service's Carrier of the Year Award is given each year to a carrier in recognition of their dedication, safety culture, superior customer service and overall performance.

Air BP Aviation Services presented the 2005 Carrier of the Year award to Commercial Transportation, Inc. of Bellville, IL. Jerry Senci

Manager Spotlight - Dave Ware

Dave Ware, Air BP's Transportation Manager, manages a carrier base of 52 common carriers and is responsible for vetting, auditing and training of Air BP Aviation Services' Road Transport Carriers which operate 140 terminals across the U.S. Dave is known for his involvement with Air BP's Fuel Handling & Quality Control Seminars held throughout the U.S., of which he is a presenter. Prior to his employment with Air BP, Dave's career path included a background in petroleum

scheduling and distribution, petroleum inspection, tank calibration and petroleum transportation management.

In his spare time, Dave enjoys spending time with his family, ice hockey and fishing. He is also a member of the Red Sox Nation!

Dave lives in Phoenix, Arizona with his wife, Trish and son, Darren.



Dave Ware
Transportation Manager

Good Cents for Card Processing

Here are some helpful hints that will push more of your sales dollars to your bottom line.

1. Make every transaction electronic (card swiped). This will always get you the best rate.
2. Once an electronic transaction has been authorized, don't void and re-key it. If you do, you will significantly increase the processing fees.
3. Don't force a transaction authorization. If you get a decline or referral (Call Center) it's for good reason. Forcing a transaction leaves the door open for the transaction being charged back.
4. Don't delay settlement. If you want the best possible rate be sure to settle every day.
5. Sterling Card always gives you the lowest transaction cost for Fuel Purchases and never a fee for non-fuel sales. Air BP Visa - There's never a fee. Period.

Castrol Aviator at Sun 'n Fun, 2006

You've used Castrol in your trucks, boats, motorcycles and sports cars... Why not your airplane? Castrol Aviator's sponsored pilot Michael Goulian tumbled through the air displaying his aerobatic skills at Sun 'n Fun in Lakeland, Florida. He captured the audience's attention in the air and then on the ground when he visited the Castrol Aviator tent for autographs and photos by his CAP 232.



Team Castrol prepares for Sun 'n Fun 2006.

To learn more about how Castrol Aviator can benefit your engine's performance call 1-877-PISTON1 or visit www.castrol.com.

EAA AirVenture - Oshkosh 2006

Castrol Aviator will be displaying in their big green tent located at booth #129/130. Michael Goulian will be present for autographs and photos.

Air BP Teams Up With



Strategic partnership saves Air BP branded FBOs up to 50% on flight tracking software!

Thanks to a new agreement with FlightView, all Air BP branded dealers can now purchase FlightView Dispatch at a discounted rate. FlightView Dispatch is a PC-based Aircraft Situation Display system that graphically displays real-time flight information overlaid on a map with moving weather including AIRMETs, SIGMETs and TFRs. For more information contact NancyThomsen at 248-393-6901.



Air BP Refuelers

By Mike Welter



Mike Welter
Refuelers Manager

Shopping for a refueler is a lot like shopping for a car: Prices and features vary widely. Some car manufacturers have established a reputation for building vehicles with advanced safety features by focusing on

building the safest cars, not necessarily the cheapest. Many of their innovative safety features eventually became industry standard as driven by the demands of the enlightened consumers and automobile safety regulators. This focus on 'safety' best describes the long standing philosophy at Air BP for the design and build of aviation refueling vehicles.

At one time, the refueler was built to be nothing more than a truck with a tank, pump, meter, filter and hose with the basic purpose to serve as a mobile system to deliver fuel into an aircraft. While still meeting this basic need, refuelers today must be built to a set of guidelines and regulations that are more stringent than ever before. The refueler and the fuel it dispenses is often the economic life blood to an FBO. Considering the importance of a refueler to the operation, having a dependable, well built vehicle that incorporates technology to safeguard the aircraft and its passengers, as well as the company's welfare, is a must.

Air BP leads the industry in continually seeking ways to ensure aviation safety through product quality. To this end, the product tank on an Air BP truck has a "V" style trough with a steep slope to a low point sump: This design greatly improves the

ability to evacuate water and particulates from the tank. Other tanks that do not incorporate this design may have voids or pockets that can trap water and particulate which can lead to more serious fuel quality issues. Air BP's "Rampstar" was the first refueler with a sump tank fitted with a bayonet flange mounted at an angle to drain the hose thus allowing the operator to easily inspect the single point nozzle screen. This is now a standard feature on Air BP jet refuelers.

Another important safety feature addresses access to the top of a refueler during periodic tank inspections by line personnel. To improve the safety of these operations, new Air BP refuelers employ a hand rail system which automatically deploys when needed.

When considering a refueler truck, an often unasked question is, "How easy is the truck to work on?" All refuelers are going to need maintenance (it is a fact of life) and preventative maintenance plays a key part by ensuring the reliability of this key money making asset for an FBO. The bottom line: Easy access to routine maintenance items is essential to keeping downtime to a minimum. Working with the engineers at a refueler manufacturer, such as Garsite in Kansas City, Air BP has developed a line of refuelers which are maintenance friendly. For example, the trucks incorporate bolster mount tanks, which allow easy access to the internal valves. Additionally, the filter vessels are mounted low on the passenger side of the vehicle so the elements can be changed out while standing on the ground without the need for a ladder. Proximity switches now replace microswitches,

Safety Options, Advanced Features, Optimal Performance...

which are notoriously prone to failure. Space on most busy airport ramps is at a premium. Having a compact truck with a short wheelbase is crucial for negotiating tight ramps. Air BP worked closely with Garsite engineers and developed a refueler that boasts one of the shortest wheelbases in the industry which provides the tightest turn radius possible for those general aviation ramps with limited space.

Like many things in life, the price tag should not be the only priority when considering a new refueler. Safety of the design, dependability, ease of maintenance, and functionality are also worthy of careful consideration.



contact us

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1-800-752-9220

For Sterling Card and myairbp.com, Call
1-800-myairbp

Upcoming Air BP Events

- | | |
|-----------------|--|
| May 23-24 | QC Seminar - Manassas, VA |
| May 31-June 2 | Recertification Training - Las Vegas, NV |
| July 24-30 | Oshkosh Air Show - Oshkosh, WI |
| September 13-17 | Reno Air Races - Reno, NV |
| October 17-19 | NBAA - Orlando, FL |
| November 9-11 | AOPA - Oakland, CA |

For more information about our training opportunities, visit our website:
<http://training.epic-aviation.com>

POSTMASTER:

For additional copies of this newsletter or to notify us of an address or personnel change, please contact Jamie Dobrowolski at 800-752-9220 ext. 259 or send information to:

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