

NO PLANE NO GAIN

Business Leaders on Business Aviation



25 CEOs Highlight Aircraft Value to Their Companies



“ For more than 50 years, business aviation has helped me effectively compete all around the world in both golf and in business from my hometown in Latrobe, PA.

Business aviation has given me an important edge. It has allowed me to be in more places in less time than the competition. As a result, it has given me more opportunities to succeed.

Turns out I am not alone in recognizing the benefits of business aviation. In a highly competitive global marketplace, thousands of successful leaders have come to rely on this important mode of transportation. This publication features the leaders of some of those organizations, and I think it demonstrates something I have been saying for years, ‘No Plane No Gain.’”

Arnold Palmer



BOB PITTMAN

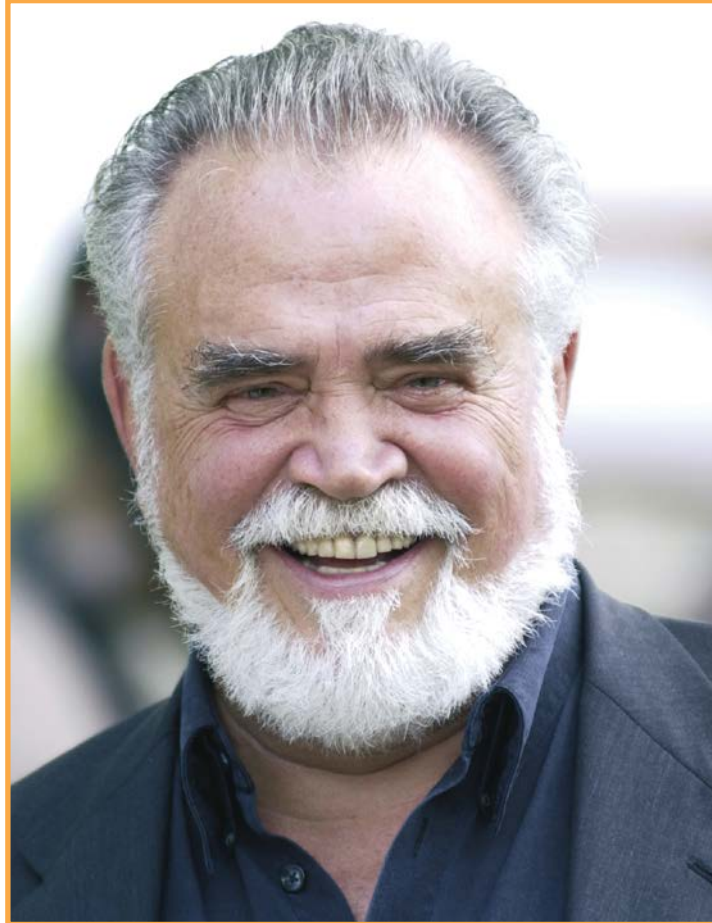
CEO
iHeartMedia

COMMUNICATE CLEARLY

“Business aviation optimizes iHeartMedia employees’ ability to meet in person, so that when important decisions are made, everyone’s on the same wavelength.”

FACT:

Business aviation allows people to discuss sensitive information while in flight, without fear of corporate espionage.



HERB KOHLER

*Chairman and CEO
Kohler Company*

TURN TRAVEL TIME INTO WORK TIME

“Our company’s accomplishments working on the leading edge, and my usefulness, would be far less were it not for business aviation. Our people in the home office seldom spend more than one day round trip, which enables them to get their rest and have balanced lives while avoiding the congestion of airports.”

FACT:

Surveys have shown that a large majority of companies use business aircraft to fly into locations that have little or no scheduled service.



DIMITRIOS SMYRNIOS

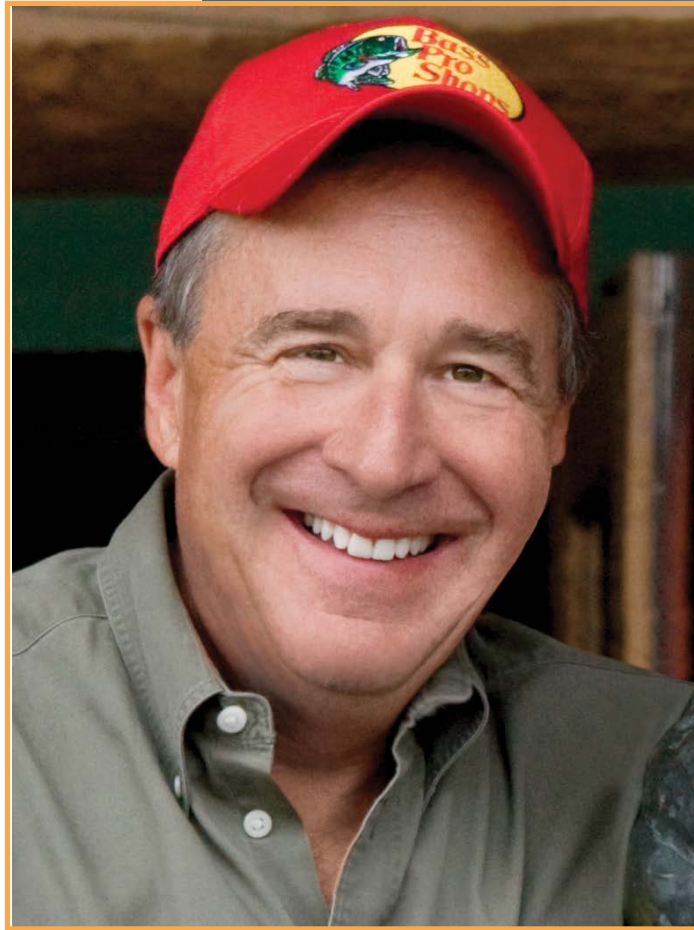
CEO
The Schwan Food Company

DELIVER ON YOUR COMPANY'S POTENTIAL

“We know that our 60-plus years of success delivering delicious foods depends on the relationships we build with our customers and with each other. Business aviation enables our team members to safely and efficiently visit our customers across the United States and maintain strong connections with each other at more than 400 locations.”

FACT:

With business aviation, a company can operate production facilities in small towns across the U.S., and in markets across the world.



JOHNNY MORRIS

*Founder
Bass Pro Shops*

REALIZE YOUR COMPANY'S FULL POTENTIAL

“Business aviation is a business tool that helps Bass Pro Shops in its mission to inspire people to love, enjoy and conserve the great outdoors.”

FACT:

Business aviation allows companies to reach clients and customers quickly and efficiently.



JEFFREY M. ETTINGER

*Chairman, President and CEO
Hormel Foods Corporation*

OPERATE FROM ANYWHERE

“Our Aviation team members are an integral, trusted part of our overall Hormel Foods team. They enhance our ability to service our plants and respond to our customers. With our headquarters located in rural Minnesota, we find business aviation to be particularly valuable – the time savings and efficiency gains are significant.”

FACT:

With business aircraft, companies can be located in smaller towns, yet still reach clients and customers in larger markets.



SHEILA C. JOHNSON

CEO
Salamander Hotels & Resorts

OPTIMIZE EFFICIENCY AND FLEXIBILITY

“Business aviation takes Salamander Hotels & Resorts to new heights by putting us on the ground where we’re needed most.”

FACT:

With business aircraft, travel itineraries can be adjusted in real time, optimizing a company’s ability to serve clients and customers and respond to opportunities.



WARREN E. BUFFETT

CEO
Berkshire Hathaway, Inc.

GET FACE TO FACE

“Berkshire has been better off by my having a plane available to do deals.”

FACT:

Studies have repeatedly shown that companies using business aircraft reliably outperform similar companies that do not use business aircraft.



DIRKS BENTLEY

Award-Winning Singer/Songwriter

CONNECT WITH YOUR AUDIENCE

*“I fly to work,
and I work to fly.”*

FACT:

*Business aviation supports many types of entrepreneurs
and companies, across nearly all industries.*



FREDERICK W. SMITH

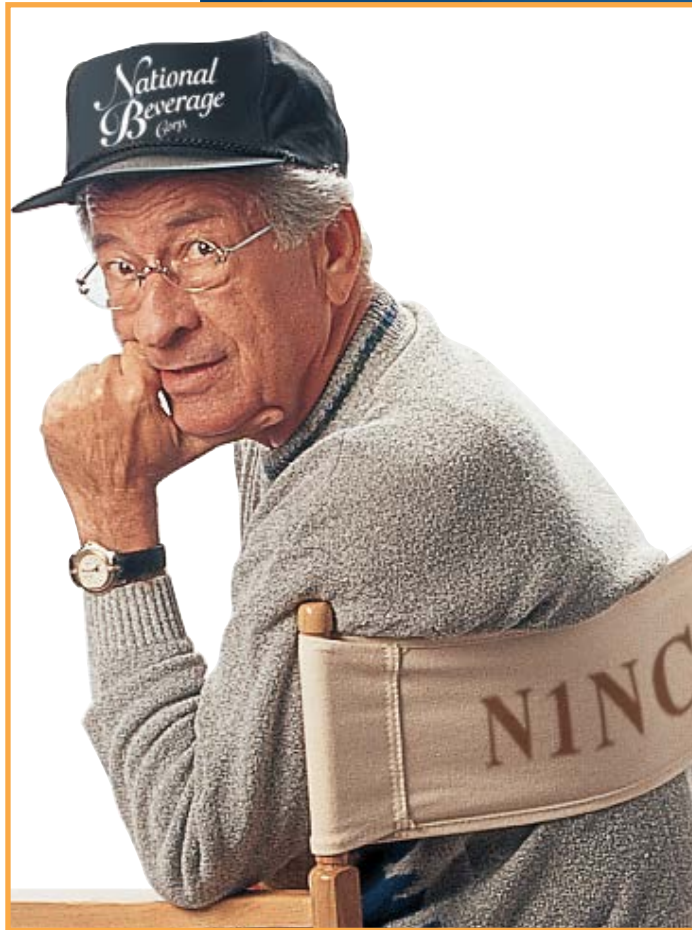
*Chairman and CEO
FedEx Corporation*

ENHANCE PRODUCTIVITY

“Business aviation has been an integral part of FedEx’s success since the day we were founded. The military calls it a ‘force multiplier,’ and that’s what business aircraft have been for FedEx. They’ve given us the capability to fight above our weight, and with the enormous global network we have in place today, they allow our people to move around the world in a much more efficient and productive fashion than would have been the case had we not operated with business aircraft!”

FACT:

Among Business Week/Interbrand’s “100 Best Brands,” 98 percent of the companies in the list are business aircraft users.



NICK A. CAPORELLA

*Chairman and CEO
National Beverage Corp.
Captain N1NC*

AIRPLANES CREATE...TIME

“My life has been one, long, beautiful, max-performance takeoff into the early morning crystal-clear sky. I use my aircraft as a writer uses his imagination – beyond simply effective business tools, they are driving spirits and powerful motivators... symbols of energy that provide dynamic growth for me and my company. Flying has paid off for me in every aspect of my life and it keeps me forever challenged. I experience the ultimate satisfaction from my ability to make my aircraft talk to me!”

FACT:

Among Fortune magazine’s “World’s Most Admired Companies,” 95 percent are business aircraft users.



ANDREW C. TAYLOR

*Executive Chairman
Enterprise Holdings*

GO MULTIPLE PLACES IN A DAY

“Enterprise is all about helping people and companies get where they need to go, when they need to get there. We are there for them, and business aviation is there for us. Using business aircraft allows us to visit three and four cities in a single day, and that’s just not possible with any other mode of transportation.”

FACT:

Surveys have shown that many companies use a business airplane to fly mostly into small community airports not served by the airlines.



PETER M. HOLT

*Chairman and CEO
HOLT CAT
Spurs Sports & Entertainment*

MAXIMIZE EFFICIENCY

“Business aviation has been part of our lives for generations. Through the years, we have been fortunate to have the ability to not only save time for our family, but for our employees and customers by utilizing our airplanes efficiently. With business aviation, employees with our Caterpillar dealership can do business in three cities in one day. Our aim is to be part of business aviation in a manner that will be positive to our family and our companies.”

FACT:

Surveys have shown that employees very often use their time onboard company aircraft more effectively and productively than when they are on airline flights.



JOE GORDER

*CEO and President
Valero Energy Corporation*

HELP ALL EMPLOYEES SUCCEED

“At Valero, the business airplane is a tool for our employees. We send teams of our people where they need to go quickly and efficiently.”

FACT:

Surveys have shown that the majority of the time, mid-level employees are the passengers aboard business aircraft.



BAHRAM AKRADI

*Chairman and CEO
Life Time Fitness*

BE IN THE RIGHT PLACE AT THE RIGHT TIME

“By allowing me to be in more places in less time, business aviation keeps Life Time Fitness a strong and healthy company.”

FACT:

Studies have shown that average annual revenue growth is higher for companies using business aviation than for companies that do not use business aviation.



THOMAS KLEIN

*President
Klein Tools, Inc.*

QUICKLY TURN IDEAS INTO ACTION

*“Operations within Klein
Tools are made much more
productive and efficient through
our use of business aviation.”*

FACT:

With business aircraft, employees can quickly make travel plans to pursue new ideas and potential markets.



JIM HAGEDORN

*Chief Executive Officer
Scotts Miracle-Gro Company*

INCREASE FLEXIBILITY

“When O.M. Scott founded our company in Marysville, OH in 1968, he sold his premium seeds to farmers across the rural Midwest. In the decades since the company’s founding, business aviation has given our employees the flexibility they need to reach new markets, explore new opportunities, and establish the Scotts Miracle-Gro Company as the most-recognized brand in the lawn and garden industry.”

FACT:

Among Fortune magazine’s “World’s Most Admired Companies,” 95 percent are business aircraft users.



DR. ED SCHWEITZER

*President
Schweitzer Engineering Laboratories*

ENSURE SUCCESS COMPANYWIDE

“All over the world, business aviation helps SEL make electric power safer, more reliable and more economical. Our company is 100-percent employee owned, and over 2,000 of our employee-owners have flown on SEL’s company planes.”

FACT:

Surveys have shown that the majority of the time, top company executives are not the people onboard business aircraft.



DAVID MACNEIL

*Founder and CEO
WeatherTech*

MOVE PARTS AND EQUIPMENT

“Business aviation has been an essential tool in helping to make WeatherTech a world-class brand. It has allowed me to move sensitive equipment in a timely fashion.”

FACT:

Business aircraft can be used to move parts and equipment that are too big to fit in an airliner's overhead bin, or too delicate to store in a cargo hold.



WILLIAM G. CRUTCHFIELD, JR.

*Founder and CEO
Crutchfield Electronics*

OPERATE FROM ANYWHERE

“General aviation enables us to grow Crutchfield Electronics to better serve our customers.”

FACT:

With business aircraft, companies can be located in smaller towns, yet still reach clients and customers in larger markets.



BRIAN MCCOY

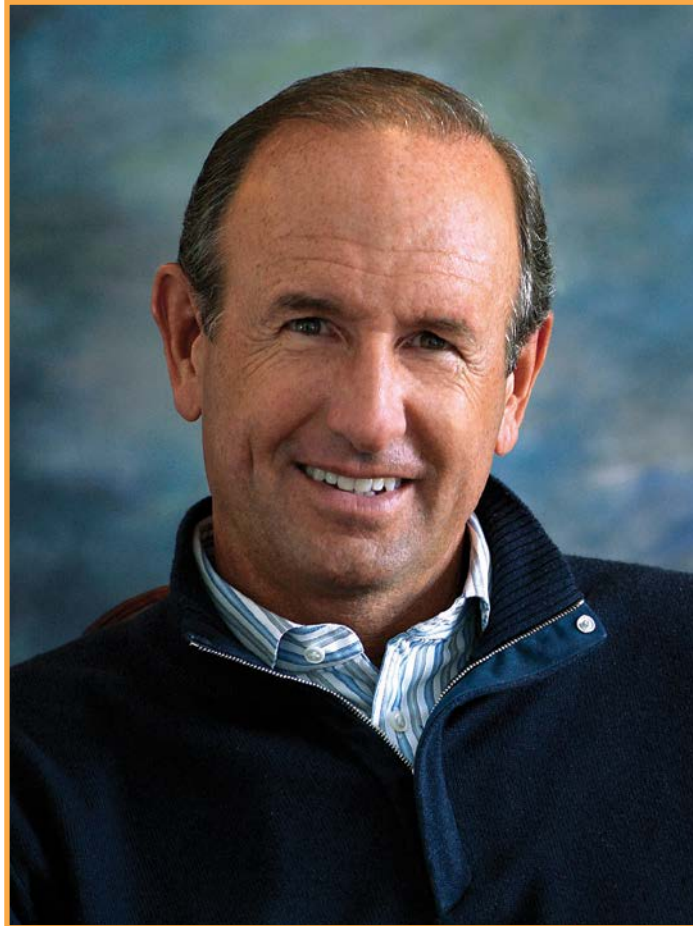
CEO
McCoy's Building Supply

INCREASE MOBILITY

“With 87 locations in five states, business aviation allows me to be face-to-face with team members and customers.”

FACT:

Business aviation allows a company to strategically deploy employee teams to simultaneously meet competing demands at multiple locations.



DICK DEVOS

*President
Windquest Group*

REDUCE TIME ON THE ROAD

“Business aviation is magic when people and time count most.”

FACT:

With business aviation, employees can hold meetings in different cities one day and be back in the office the next day.



DR. MICHAEL GREGORY

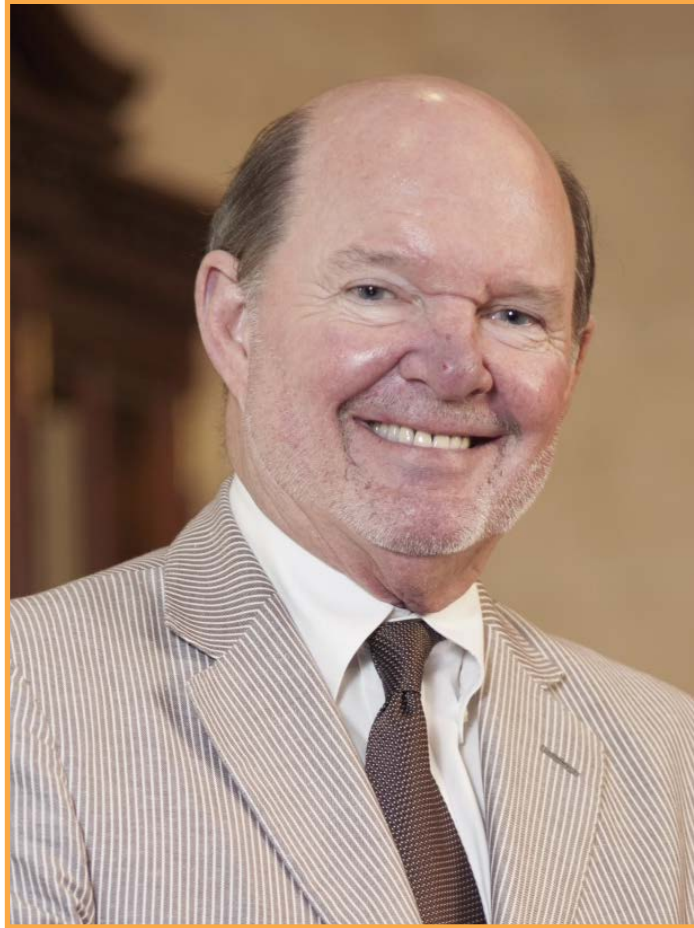
*Chairman
Apogee Physicians*

ACCESS ANY TOWN, ANYTIME

*“Ours is not just an airplane.
It is a lifeline to medically
under-served communities
that span four time zones.”*

FACT:

*Business aircraft are able to fly into thousands of airports
in communities across the U.S.*



JOE F. SANDERSON

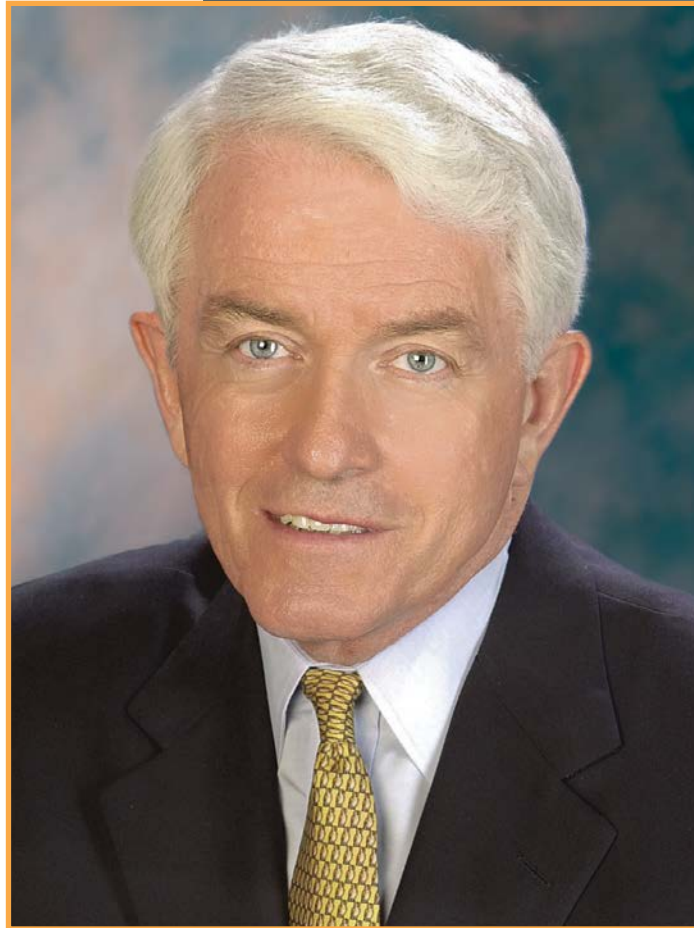
*Chairman and CEO
Sanderson Farms*

HELP KEY EMPLOYEES REACH KEY LOCATIONS

“For Sanderson Farms, business aviation provides quick and efficient access to our locations so we can provide the hands-on management our industry demands.”

FACT:

With business aviation, teams of managers can travel from headquarters to distant facilities for on-site decision-making.



THOMAS J. DONOHUE

*President and CEO
U.S. Chamber of Commerce*

CONNECT COMPANIES & COMMUNITIES ALIKE

“Business aviation is an important transportation tool for small, medium and large organizations all across the United States. It helps companies and communities everywhere connect and compete at the speed of business.”

FACT:

The average business aircraft passenger has taken 15 business trips in the past six months that involved travel by air.



R. THOMAS BUFFENBARGER

*International President
International Association of Machinists and
Aerospace Workers*

EFFECTIVELY MANAGE A WIDESPREAD OPERATION

“In any organization, it’s always important for the leadership to meet personally with employees – when you have an international organization with 700,000 members, that can be a challenge. That’s where business aviation comes in – our union’s airplane has helped its leadership get in front of members in every U.S. state, Canadian province and 25 countries beyond. That kind of ability to manage our organization is critical to its success, today and in building toward the future.”

FACT:

A business airplane can allow employees to quickly meet with people in company facilities that are located many hours’ drive from one another.



“ Business aviation is an essential American industry – one that creates jobs, fosters economic development, provides a transportation lifeline for towns across the U.S. and helps people and communities in crisis.

Equally important, business aviation enables companies of all sizes to be more nimble and competitive. It saves time, increases productivity, provides flexibility and helps companies reach for new opportunities.

In short, a business aircraft is the sign of a well-run, forward-thinking company. It’s no wonder, then, that the vast majority of the most innovative, recognized and admired companies use business aviation.

NBAA thanks the leaders who appeared in this publication. ”

A handwritten signature in white ink, appearing to read "Ed Blum", with a horizontal line extending to the right.



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