

**The aircraft you are flying in today** is an important business tool whose purpose is to leverage the mobility of our company's most talented people, which ultimately leads to improved shareholder value. Research shows that using a business aircraft in mission execution can also be the sign of a well-managed company. Those unfamiliar with business aviation are often unaware of the enormous shareholder value a business aircraft provides.

As a passenger on this aircraft, please take a moment to provide some information on how traveling by business aircraft helps you do your job better. This checklist was designed so that our flight department can gather information that will help better inform our shareholders and others about how a business aircraft makes helps us execute our mission, achieve our organizational vision and create shareholder value.

The answers to the questions on this checklist also may prove useful in the event that activist shareholders, reporters with media organizations or other individuals approach us about the role that business aircraft play in our business.

Thank you for assisting us with this matter. When completed, please hand this card to a member of the flight crew.

NBAA invites you to make additional paper copies of this checklist for your passengers' ease of use by downloading and printing a PDF version at [www.noplanenogain.org/resources/advocacy-resources](http://www.noplanenogain.org/resources/advocacy-resources).

## Who is traveling today? *(Please mark as many as apply.)*

- Executive(s) or key employee(s).
- Specialist(s) (e.g. finance, quality control, sales/marketing, product/customer support, etc.).
- Customer(s).
- Supplier(s) or business partner(s).
- Board member(s).
- Other (Please specify in a few words): \_\_\_\_\_.

## Please identify some of the benefits of today's business aircraft trip.

*(Again, please mark all that apply.)*

- Individual or team productivity: For this trip, it is very important to have a door-to-door working environment, with privacy and security assured. We can work on or discuss company business without worrying about someone viewing sensitive competitive information or being overheard.
- Traveler productivity. Our time is very valuable. Other travel options will not support an efficient or practical schedule. A business aircraft can extend our day and week in ways not possible with other forms of transportation.
- Transaction acceleration. Using a business aircraft provides us strong competitive advantages.
- Customer retention. We can use this form of transportation to respond to customer needs more quickly and reliably, or with greater thoroughness.
- Transportation of cargo, parts or other company goods/products. We can safely, securely and rapidly move parts or cargo important to the company.
- Corporate Social Responsibility. Today's flight supports a humanitarian mission.
- Expense reduction. Flying on a business aircraft provides direct travel expense savings versus other modes of transportation.
- Other (Please specify in a few words): \_\_\_\_\_.

## The answers to this last set of questions will help us link today's trip with some of the key tenets of shareholder value – a focus of our top executives, board and shareholders. How will today's trip contribute toward our company's vision and mission? *(Thank you for marking all that apply.)*

- We will boost our top line revenue and/or long-term revenue growth. For example, this trip will help us get our products to market faster or grow our customer base.
- Our work today will advance our quality programs, improve our supply chain, contribute to more innovative outcomes and/or lower our costs.
- This trip will help us improve customer satisfaction.
- Utilizing a business aircraft helps our work/life balance. Instead of losing time in commercial airports and spending the night in a hotel, we can do our work efficiently and spend more quality time at home with family.

*Thank you for contributing to a greater understanding of the role business aircraft can make in supporting our vision, mission and shareholder value. Learn more at [www.noplanenogain.org](http://www.noplanenogain.org).*