

# Air Time

**Ready. Set. Deal.** Once again we're flying high, hot and heavy into Vegas. Owners to alight for another go at the annual NetJets Poker Invitational.



**LISTEN CLOSE.** That hum you hear is the NetJets engine running at full speed, all parts well tuned and operating at maximum efficiency. It's almost June and as Father's Day weekend approaches, NetJets is once again poised for unmatched success. The 3rd Annual NetJets Poker Invitational will soon be under way. With at least 300 owners attending NetJets' signature event, 2007 promises to be the biggest and best yet.

And what an enticing proposal — fly to Vegas for an exhilarating weekend hosted by NetJets at the Wynn Las Vegas, the only five-star resort casino — where the right bluff at the right time could lead to an exciting gift generously donated by our prize partners... and bragging rights, of course.

As Vice President of Events Sandra Gibson describes, the

Wynn Resort provides the kind of lifestyle and amenities our owners expect. NetJets is fortunate to have a partner in Steve Wynn, and to have been graciously invited three years running to his world-class resort — a true destination playground where lavish enticements await our owners. Top prizes include:

- 20 hours on the Boeing Business Jet
- \$150,000 Audemars Piguet gift certificate
- His/Her Escalades
- Yellowstone Club scenic getaway
- Golf instruction at the Annika Academy
- Tara & Sons pearls
- A case of Dom Pérignon

Yet while the items are extraordinary, as they must be to impress our clientele, the crowd itself proves an undeniable draw. Few NetJets-sponsored events provide our owners the opportunity to mingle as they do at the Poker Invitational — where chance conversation Friday evening over Cocktails and Hors d'oeuvres can lead to a lifetime of friendship (or friendly rivalry) over a game of Texas Hold 'Em Saturday afternoon. Or perhaps a nascent business partnership forms at the Awards Reception and Dinner Saturday evening.

It's all part and parcel of being a member of *The Club* — that feeling, that *je ne sais quoi* that feels like NetJets. It's undeniable — whether bending the ears of Warren Buffet or Richard Santulli in the magnificent Lafitte ballroom, staring down a NetJets Executive across the table, or rubbing elbows with a top tier celebrity — that *something* is in the air.



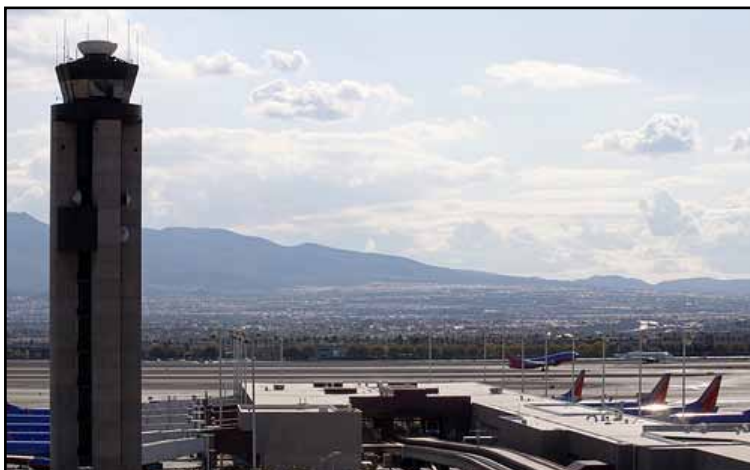
*That something is NetJets pride*, a sense of ownership and exclusivity — the event is, if nothing else, a chance for owners to experience together what we know they enjoy on our aircraft. The Poker Invitational is our chance to reinforce that feeling, to reaffirm existing relationships and build them anew. To value them as partners not customers, to consider them members of our family. After all, our pride is their pride. Our generosity? Their generosity.

Thanks must first go to our owners of course. This is, after all, their weekend — a two day thank you that couldn't exist without their ongoing support of the innovators, the bleeding edge, the largest and best name in fractionals — us.

And what an us we are. We're a well groomed machine, each of us playing a vital role in a symphony of cooperation that empowers us to achieve what once was thought impossible — after all, what other private airline negotiates traffic lanes with the FAA on what is now a yearly basis, on the scale that is NetJets, so that our owners can come out and play? Really. It's never been done before.

After speaking with many different departmental leads on the project, there was consensus on one overriding fact — the Poker Invitational could not occur without the FAA. At our request, and as in years past, the FAA will introduce a slot program to efficiently manage aircraft in and out of LAS and HND. And while we hope for clear skies and mild temperatures in all parts of the country, whether our owners are flying from New York or West Palm, Houston or Los Angeles, our ongoing partnership with the FAA ensures our owners will arrive and depart — depart reluctantly, we hope — safely.

We'll even have a presence in the LAS control tower, where a NetJets ambassador will be placed in the Traffic Management Unit (TMU) and liaison with TMU specialists and Vegas ATC to address inbound and outbound flight challenges. Everyone working to ensure smiling, preferably giddy faces upon arrival, as a giant NetJets banner spread across the tarmac welcomes each owner. And therein exists our next opportunity: An advantage of the slot program is a well-paced flow of arrivals staggered just enough to facilitate ever-important face time with each passenger, as our on-site Guest Services Representatives and Owner Service Account Managers provide a warm welcome to Vegas.



Soon to be whisked away to the Wynn in one of a parade of waiting vehicles, when the final piece of luggage is loaded and vehicle door shut, we'll have set the tone for each passenger. Because of our "front door to the owner," as Eric Lampert, Assistant Director of Operations describes our crews, as well as the GSRs and Account Managers who think of that special touch or personalized greeting, nothing beats a friendly, thoughtful, well organized first impression that says to our owners: Welcome to *The Club*.

*Days earlier, our on-site personnel* will have arrived. With two war rooms, a hospitality room and last minute event details to be ironed out, plenty will still need done. At both LAS Signature and HND Executive, war rooms will

be stocked with vital equipment, our personnel focused on the business at hand. Operations, Dispatch, Crew Services, Technical Support and other departments will have a representative in each room, assisting crews and airport- specific issues like ATC delays or unexpected runway closures. In essence, each war room will model the Bridgeway Flight Center's operations.

Not that services rendered won't continue "back home" in Columbus. Bridgeway will have its own war room where additional critical decision making occurs in the days leading up to (and during) the big event.

*As Mary Flynn*, Owner Services Vice President and departmental lead for this year's event describes it, the room utilizes a massive gridding system that matches available arrival slots with owner flights and owners with other owners. NetJets doubles and triples up accounts willing to ride-share in order to minimize impact on our fleet — a top priority.



Also part of the Columbus war room, Owner Services Account Managers staff a Poker hot line dedicated to owner-specific issues. Account Managers can also "sell" the event to owners on the fence about participating. Establishing rapport with the owner, personalizing the event is essential. Without relationship building, our owners might be less inclined to share a jet to Vegas and might be more inclined to cancel at the last minute. The more our owners know about the tournament the more excited they become. Pleasurable flight arrangement and event consultation helps to ensure owners who choose to participate are less likely to cancel or request last minute changes.

After all, it's not an easy process. As unscheduled maintenance on one jet can affect dozens of other flights, last minute decisions to participate affect our scheduling efficiency. Fortunately, the Invitational is a gateway event to the summer season, an ideal period during which NetJets hosts. Domestic flight volume is lower than our busier season, and owners are inclined toward family vacations rather than high stakes business traveling.

Once at the event, owners enjoy a Hospitality Room staffed by NetJets personnel. As Sandra Gibson aptly describes — a "gifting room" where NetJets logo-wear will be on hand for owners. Also, Owner Services staff and event personnel will be available to accommodate last minute travel needs, changes or event questions. After all, while our Principals are gaming, their families look forward to Vegas shows and shopping to while away their weekend.

Ultimately this couldn't happen without the extraordinary efforts of Team NetJets. All of us keep the engine running smoothly. Well tuned is well prepared. Those of you reading this article (and your colleagues who *should* be) are also part of an exclusive club. Building this event from the ground up, a process in which all of us fill a role, makes the Poker Invitational as much our event as it is our marquee owner event.

*Congratulations, NetJets. Remember the hum.*

*Now let's get ready for next year.*