

SWED v2.0:

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Guilty!

SWED version 2.0: Aiding and abetting the criminally responsible, safety conscious, owner-focused citizens of NetJets.

Fortunately, recidivism is high. We can't help it; nor would we want to; we do our jobs and we do them well. Our owners tell us so. Particularly when the safety of themselves, their loved ones and passengers could be at risk. And while safe travel is a 24/7 concern, owners often feel and appreciate its presence most acutely during weather crises – which are never in short supply. Anyone remember the late Nor'easter this year and pictures of a flooded TEB? And when has a hurricane season passed without at least a few curve balls tossed our way?

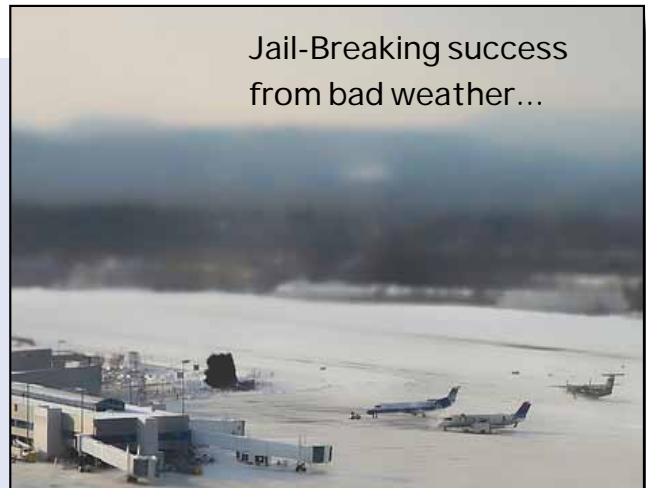
We're a lucky bunch, to have cutting edge internal support aid us and our owners through the most severe meteorological events.

Example: September 2004 saw the introduction of the Significant Weather Event Document (SWED version 1.0). As per RTS's request, Irene Batty created a single, periodically updated point of reference that virtually all departments could reference for information to ongoing weather events.

Severe weather? Crew availability?
Airport and FBOs open? Weather
conducive for flight?

Check or uncheck the answers how you like, but any in the negative and we're seeking safer alternatives for our owners. And that's what SWED 1.0 was all about.

Still, it wasn't perfect. Written using Excel, updating departmental progress required the creation of a new document each time — quite a bottleneck on our busiest days. And while critical information was accessible, information documenting forward progress between each update was not, resulting



in information blackouts. To compensate for the gaps, continuous and sometimes redundant emails and phone calls checking on the status of SWED initiatives caused even more work — leaving significantly less time to focus on individual responsibilities.

Consequently, Batty revisited development and created SWED 2.0 with the help of her team (Aaron Chamberlain, Alan Kline and NetJets alumna Robert Devol).

Developed using Microsoft Access, individual department updates could now be fed into a cohesive database organizing all weather event issues. Consequently, information blackouts were reduced in length and frequency, and best of all, a living document was born. Timely updates became the norm for NetJets, allowing us to be even more responsive to owner concerns. Could we have asked for a timelier introduction than the busy hurricane season of 2005?

Let's shine for a moment. Owner impact of what is now called the Significant Weather Event Database is substantial. According to Batty, as a result of the implementation of the SWED (both versions), a significant decrease in negative owner impact has been observed, resulting in happy owners who consider NetJets nothing less than life savers.

*of criminally great results