



Hello again, today I am sitting at 39,000' on an airline heading to Seattle to pick-up our Gulfstream. I have just read two issues of Business Traveler, two issues of Aviation International News, and three issues of Business and Commercial Aviation. With three hours left I finally have the time to compose my latest message, one that I have been promising to write for the last 6 months.

First, let's acknowledge that in my 32 years of flying charter I have never witnessed a downturn in the economy like the present one. And now, more than ever, you need to be extremely selective of whom you use for your charter needs. Not a week goes by without a financial institution or an aircraft owner calling me to buy their aircraft before it gets repossessed. There are presently an astounding number of airplanes in foreclosure and even more disturbing is the number of aircraft flying with minimal maintenance performed, if any at all.

I have always said there are only two ways to save money or to cut costs as an aircraft owner/charter operator. And they are – pay your pilots less, or don't perform your maintenance. Both measures will be very detrimental to your company's long-term survival. Florida Jet has not laid-off any pilots nor have I asked them to take a pay cut. I have true professionals flying Florida Jet's aircraft and I would not want to risk losing what I consider to be one of my most valuable assets. My point is that SAFETY has not been compromised at Florida Jet. Florida Jet still has and will always have exceptionally trained, experienced, Wyvern/Argus approved crews.

As far as not doing my maintenance, that is NOT an option. Over my years of flying and maintaining aircraft I can attest to it being more cost effective to "fix it" when it's broke rather than deferring the maintenance and placing the item on your MEL (minimum equipment list). My point is that my aircraft are still maintained to the original factory standards and that SAFETY has not and will never be compromised at Florida Jet. I only use factory approved schools for training my technicians and I will not allow contract labor, part-timers, or mechanics working out of the trunk of their cars to even touch my aircraft.

The other thing I can't understand is how the "Jet Card" has become so popular..... Do the simple math and you will realize how absurd the "Jet Card" program really is. You give a company \$250,000 up-front and then pay twice as much per hour for the same aircraft that you can get from a charter operator on the open market? Now I am sure your defense is that you are paying a one-way price.....but are you really? Suzy Orman – Personal Finance Guru was quoted in the April/May 2009 issue of Business Traveler that "Jet Cards" are a "rip-off" and I couldn't agree more! There has been more than one consumer that has paid their money up front only to have the "Jet Card" company disappear with their money, and re-emerge under a new name, without their money of course! It just doesn't make sense; you are not getting a discount!!!

Finally, my thoughts on brokers, and I have to be careful here as I work with a few and I mean a select few that really care about your travel needs. For the most part they only care about their commission. They want the cheapest aircraft – so they get the highest commission. Remember, the most a broker invests in their business is a laptop and a desk in a spare room of their home. If your travel needs require an aircraft that I don't operate, please – call me. I will be your broker and guarantee your trip on a well-maintained clean aircraft with a well-trained crew because it means more to me to get you a safe aircraft that is the correct size for the distance you are traveling. Remember, same business...same owner...same name since 1993...no bankruptcies....call me and I will answer my phone...no recordings and no buttons to push. Oh yeah, I even have a lobby and a bathroom you can use before you depart. Plus, I will take care of your travel from doorstep to doorstep. I promise!

I am not certain when the charter/business aviation sector will recover, although the profit margin is the lowest I have ever seen. Florida Jet has remained in the black during this period and I do feel we have weathered the storm over the last 18 months. I sincerely thank the loyal customers that use Florida Jet Service for their travel needs and the great people at Florida Jet that make it all possible. Is the worst over? I think so, and now that we are starting the recovery process I just ask that you evaluate your charter or travel needs, find a company that understands and accommodates your needs, and stick with them.

I am proud of Florida Jet Service and its people that have worked so hard to insure our survival. We still do business the old fashioned way. Pick up the phone and call us, we'll answer it 24/7/365, no buttons to push ever. I can also quote your trip over the internet if you would like, but you will truly not be receiving the full "Florida Jet Experience" and the service that you deserve.

Please let us extend the personal touch, it really makes a difference.

Terry Robertson