

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



Exceptional FBO-Flight Department Partners

Friday, February 10, 2017 | 8:30 a.m. – 9:45 a.m.

PRESENTED BY:

Reed Pigman – TexasJet

Tor Helgeson – Texas Instruments

Aymie Thornton - JCPenney

**SCHEDULERS &
DISPATCHERS CONFERENCE**

February 7-10, 2017 | Fort Worth, TX

Reed Pigman

Owner, Texas Jet (KFTW)

- Opened Texas Jet at Fort Worth Meacham International Airport in 1978 with two hangars and has grown the FBO to 23 hangars totaling over 450,000 square feet.
- Texas Jet has been rated a Top Ten U.S. FBO in Professional Pilot Magazine's PRASE Surveys for the last nine years straight, with Texas Jet taking the #1 Independent U.S. FBO spot in 2016.
- Texas Jet is also highly ranked in AIN's FBO Survey and the Pilots' Choice Awards by fltplan.com.
- Texas Jet achieved IS-BAH (International Standard for Business Aircraft Handling) registration in 2016. This prestigious accreditation awarded by the International Business Aviation Council (IBAC) marks Texas Jet's conformance to a recognized set of worldwide Industry Best Practices for business aviation ground handlers.
- Reed served on the Board and as Board Chairman of the National Air Transportation Association and currently serves on the Board of the Fort Worth Chamber of Commerce. Reed holds an ATP Certificate with a LearJet Type Rating.

Tor Helgeson

Captain Global 6000, Texas Instruments Flight Operations

- Bachelor of Science Degree at the John D. Odegard School of Aerospace Sciences at the University of North Dakota.
- Over past 14 years, has served as Chief Pilot, Test Pilot, Demonstration Pilot.
- Currently serving as a Captain at Texas Instruments Flight Operations in McKinney, TX.
- Extensive international experience in more than 60 countries throughout North America, South America, Africa, Europe, Asia and the Middle East.

Aymie Thornton

Flight Operations Manager, JCPenney

- Aymie Thornton has worked in corporate aviation for 20 years in the DFW area.
- She served on the S&D committee, is a founding member of the NBAA regional group TCAS, and serves on the Advisory Council as an EDSC member.
- She is the Flight Operations Manager for JCPenney and holds her FAA Dispatcher License.
- Aymie has been selected as the recipient for this year's Outstanding Achievement and Leadership Award by the NBAA Scheduler and Dispatcher Committee.
- JCPenney has also recognized Aymie with their highest service award, the Warrior Coin for embodying the Warrior Spirit.
- Aymie enjoys nothing more than being with her three boys. She coaches her sister's Special Olympics Cycling team and has earned several Gold Medals as a unified cyclist. Her next goal is to achieve her CAM certification.

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What are some of the issues between Flight Departments and FBOs that negatively impact crews and PAX?

- Ground Transportation
- Catering
- Hotel Reservations
- QT, Fuel, Hangar
- ???

WHEN THINGS DON'T GO QUITE RIGHT

Think about FBOs with whom you love to work.
What do they do to make things flow smoothly?
Same question to FBOs about Flight Departments.

What do you wish FBOs would do more of, or differently? Same question for FBOs about Flight Departments.

What could FBOs and Flight Departments do to improve communication between each other?

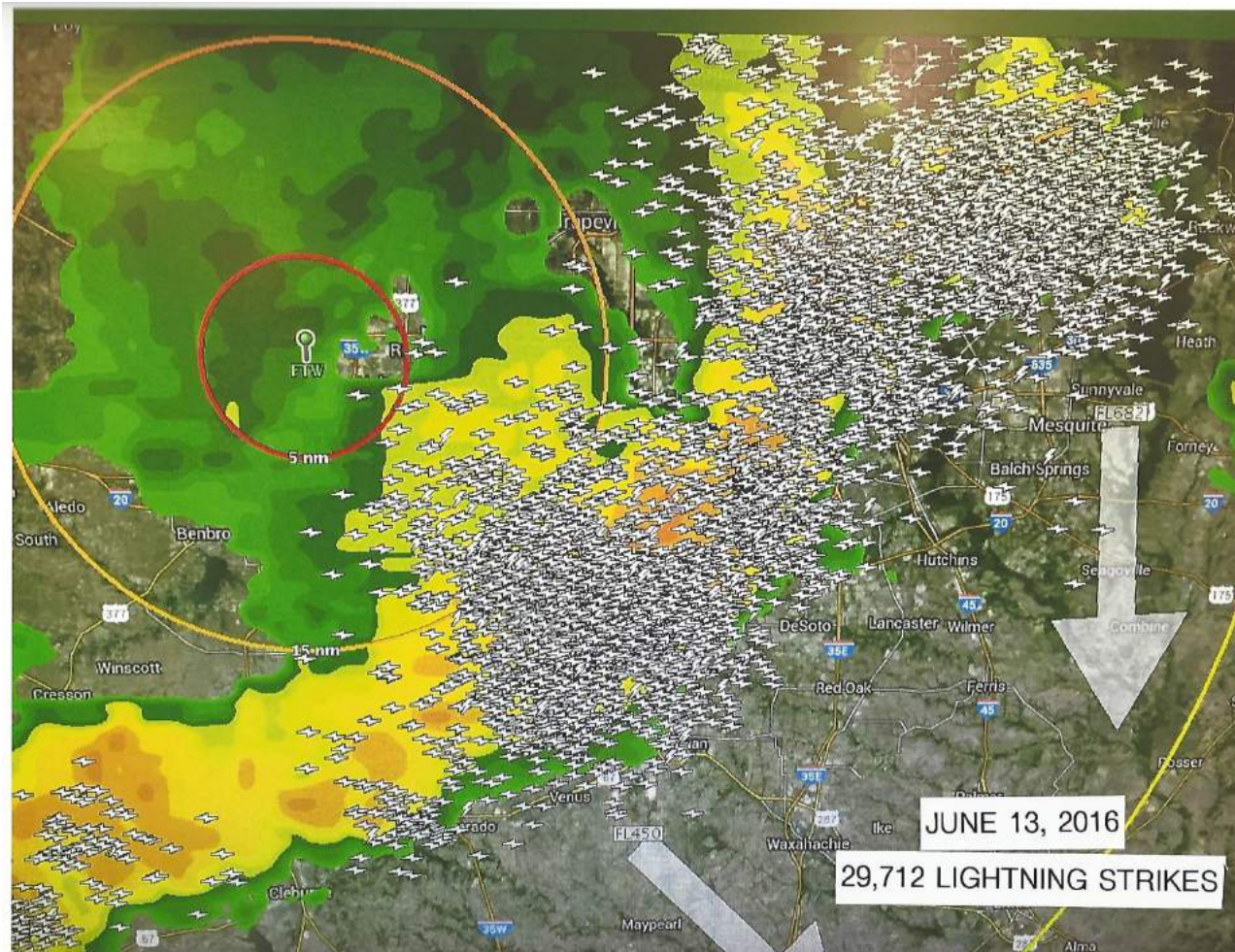
International Standards for Business Aircraft Handling (IS-BAH) and the Flight Department/FBO Partnership

Safety Management System + Emergency
Response Plan + Standard Operating Procedures

Hazard Identification/Risk Mitigation
Examples:

Misfueling Procedures
Hazardous Weather Ops

Enhanced Safety + Security = LESS Convenience



Positive, Memorable Customer Experience Model

(Ritz-Carlton)



Gallup Employee Engagement Study 2006 & 2015

29% - **33%** - Engaged - Energized & Committed – They work with passion and feel a profound connection to their company.

54% - **50%** - Neutral – They do what is requested but not much more. They're just here and sleepwalk through their workday, putting time but not energy or passion into their work.
ORDER TAKERS!!!

17% - **17%** - Disengaged – Not just unhappy, these people act out their unhappiness at work. They quit, but they're still here.
(Terrorists)

(At Texas Jet, you are either Engaged or Disengaged;
there's no Neutral category)

It's up to you . . .

Every single interaction we have with a customer or vendor represents an opportunity . .

to **build and reinforce** that customer or vendor's **emotional attachment** to our organization . . .

or to **diminish** it.

NO INTERACTION PRODUCES A NEUTRAL RESULT !!!

Ever wanted to peek inside your customers' brains?

In 2000, customers of a luxury retailer were identified as Loyal, Neutral and Disgruntled and were subjected to brain scans while answering questions about the retailer.

Brains of loyal, highly engaged customers showed unexpected activity in the *fusiform gyrus* and the *right temporal pole*.

???

These areas of the brain are involved in **facial recognition** and **facial memory**!

These loyal, engaged customers were actually visualizing the faces of the employees of the company they love!

Feelings are Facts

Jerry waits in line at the bank. Only one teller. Line doesn't move.
(10 minutes)

Jerry waits in line at Six Flags. Line keeps moving. TV monitor shows cartoons. (30 minutes)

Which line took longer?

What matters most to Jerry is not the exact amount of time he waited, but how long it ***felt***.

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Communication

What does it mean?

- Webster: The act or process of using words, sounds, signs or behaviors to express or exchange information.

Accountability

What does it mean?

- Webster: The quality or state of being accountable; an obligation or willingness to accept responsibility or to account for one's actions.

Reliability

What does it mean?

- Webster: Able to be trusted to do or provide what is needed.

Communication + Accountability = Reliability

How so?

- If we clearly communicate our intentions, desires or directives, and we are engaged with accountable individuals and organizations, our outcome will yield reliable results.

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Aymie Thornton - JC Penney

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Greasing the Wheels

- Schedulers are “First in the Know”
- Teaming with Crew is a Win-Win
- Email and Phone Required
- Setting your Company up for a Smooth Experience



From	amthornt@jcp.com
To	customerservice@fbo.com
Cc	captain@jcp.com
Bcc	
Subject	N789P - February 8 - 11

Good Afternoon FBO!

We have Global, N789P arriving your location in two weeks and would like to arrange services:

Arriving	Departing	Service Requests
February 8 at 1400	February 8 at 1445	Picking up passengers – requesting a quick turn – no fuel on this visit
February 9 at 1200	February 11 at 1000	Request Hertz Full Size Car for Jet Owner, Hertz Platinum # 123456, please arrange for 1000 delivery Request Hangar (please) Flight Attendant will call Best Caterer for her order directly Will need coffee ice papers please – crew will coordinate fuel uplift

I have copied the captain of the trip on this email. She will make her own rental car and hotel arrangements.

Please send the Hertz confirmation, confirmation on hangar, and your fees associated with our trip to include Facility, Handling, Landing, Overnight.

We look forward to our trip with you!

Thank you,

JCPenney Aviation

Celebrating 50 years in Aviation



Aymie Thornton

Flight Operations Manager

Aviation Department

DESTINATION: *Excellence!*

amthornt@jcp.com

O 214.353.3802

FBOs with Whom we love to Work

- Communication / Confirmation
- FLIGHT FOLLOWING KNOWLEDGE!!!
- Realistic Expectations
- Give Appreciation – Verbal and Non Verbal
- Always Provide Contact Details – They will Contact You



Prepare for the Call

- NONE of us Want the CALL
- The Importance of Having the Relationships
- Knowing your FBO Personnel
- Being Available to their Needs
- Having / Updating Contact information on File



Peak Inside my Brain

- We Don't Like Waiting in Line – Email Benefit
- We Win as a TEAM – Boss Quote
- Scheduler / CSR – Symbiotic Relationship
- We Seem to Want Everything for Nothing - Manage Expectations
- Beige...Paint the Ceiling Beige



It's the Little Things...

- Be Creative – Find what Works
- Document and Track
- Tip or Treat the FBO
- Build Relationships

Crew Comments:
02/01/2017 RETAIL: \$5.00
Negotiated Discount: \$2.50 (Use THIS CARD)
Handling Fee: \$500 (waived w/ 250g fuel purchase).
Overnight Fee: \$250 Hangar Fee: \$500 Type 1 P' 2 Deicing
Ramp access ALLOWED for rental cars.



