

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



Engaging with Corporate HQ

Thursday, February 09 | 10:30am –11:45am

PRESENTED BY:

Delane Hutcheson, Caris Air Services

Jason Krinsky, JCPenney

Sharon Martin, Chubb

MODERATED BY:

Mike Nichols, NBAA

**SCHEDULERS &
DISPATCHERS CONFERENCE**

February 7-10, 2017 | Fort Worth, TX



Sharon Martin / Flight Scheduler, FAA Dispatcher / Chubb Flight Department

Sharon has worked in corporate aviation over 20 years. She attended Cabrini College in Wayne, Pennsylvania and received a BA in Organizational Management. She is a certified Flight Attendant, and has her FAA Dispatcher's License. She was a founding member and co-chaired the Tri-State Area Dispatchers and Schedulers ancillary group for 8 years. She has also served on the NBAA S&D Committee.

Sharon works for Chubb Flight Operations in Philadelphia, PA. They currently operate a G550, a G450, and a Falcon 2000EX. The department also coordinates the charter of helicopters and a NetJet's share. Sharon is responsible for scheduling the aircraft from start to finish, beginning with the initial request to inputting the data from the flight logs upon completion of the trip. There is ongoing communication with executive assistants and the Board Secretary. She is also responsible for the SIFL documentation and creating the reports for HR Comp & Benefits and the Tax & Legal Departments.



Jason Krinsky / Chief Pilot / JCPenney

After Graduating from the United States Air Force Academy, Jason served for 21 years as an Air Force officer and pilot. During that time he flew the KC-135, C-12, C-20 and C-37 and participated in Operations Southern Watch, Enduring Freedom, Iraqi Freedom, Allied Force and Deep Freeze. Thru his time in the Air Force, he served as an Assistant Chief Pilot, Director of Operations, Executive Officer, Wing Chief of Staff and Inspector General and accumulated eight years of experience flying U.S. government and military dignitaries around the world. His last duty assignment was with the 89th Airlift Wing, Andrews Air Force Base, MD where retired in 2013 at the rank of Lieutenant Colonel. Jason was awarded the Meritorious Service Medal, Aerial Achievement Medal, Commendation Medal, and National Defense Medal, among others during his career. That same year, Jason joined JCPenney and upgraded to G450 Captain. He also served as the department's Safety Officer before being named Chief Pilot. He has helped lead the department through multiple personnel changes, the switch to a new scheduling system, a rewrite of the department's Standard Operating Procedure, the addition of an aircraft to our fleet and an IS-BAO Stage III audit. Jason has a Master's of Business Administration and attended courses at the Southern California Safety Institute and the Darden School of Business at the University of Virginia. He is currently pursuing his CAM certification.



Delane Hutcheson / Director of Aviation / Caris Air Services

Delane Hutcheson is Director of Aviation with Caris Air Services and has nearly 30 years in the aviation industry. He started his career in Kansas City, MO as Manager of Travel Services with UtiliCorp United. Moving to Dallas to join an aviation consulting company, he assumed the role of Vice President of Operations. Primarily assigned to assist with the organizational structuring of a fractional share company, he later focused on corporate flight department best practices and aircraft transactions. Upon leaving the consulting world, Hutcheson continued his corporate career as Director of Aviation for AdvancePCS. Acquired by Caremark, Delane was asked to continue his position with the departing CEO, building his personal flight department; Caris Air Services. In addition for internal benefit, Delane's department accomplished a privately held, 10 or more, Part 135 certification to assist with internal billing and tax issues. The company operates a Global 5000 and remote based Challenger 604. Delane is a graduate of Iowa State University and holds a Master of Business Administration degree. Mr. Hutcheson has also been a contributing member of Chief Pilots Roundtable and several NBAA committees and seminars.

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



Engaging with Corporate HQ

Thursday, February 09 | 10:30am –11:45am

PRESENTED BY:

Delane Hutcheson, Caris Air Services

Jason Krinsky, JCPenney

**SCHEDULERS &
DISPATCHERS CONFERENCE**

February 7-10, 2017 | Fort Worth, TX

Communication Considerations

- **Good communication is hard!**
- **We're all Human**
 - We don't communicate our thoughts perfectly and the listener doesn't receive it perfectly
- **One way to think of communicating is creating a mental picture for the listener**
 - Most communications are “doodles”... but sometimes you need a “painting”

Ideas for “painting the picture” of a business case.

Why does our Company have aircraft?

- Increase the productivity and flexibility of the Company's senior leadership
- Minimize fatigue of senior leaders associated with rigorous travel itineraries.
- Facilitate a confidential “flying office” environment allowing our passengers to conduct proprietary business while traveling between destinations.
- Provide a secure means of travel for our passengers.
- Drive the business by getting corporate teams into the stores or on location more quickly than other means.

Message: There's lots of good business reasons for having an Aviation Department

Who are we?



- **Vision: Does your aviation department have a vision?**
 - Usually generic, wordy and not memorable
 - Probably uses words like “World-Class” or “Industry Leading”
 - IMHO - Best when its more like a slogan/motto rather than a statement.
 - “The Happiest Place on Earth”, “Think Different”, “Save Money. Live Better.”
 - “Destination Excellence”
- **Core Values: Does your department have shared values that underpin the culture?**
 - Time, Energy, Caring and Commitment
 - Passion, Loyalty, Courage and Service
- **Alignment: Can you tie Aviation directly the company’s vision/strategies?**
 - Attend quarterly earnings release, read the Proxy Statement/Annual Report
 - Alignment gives the Aviation department purpose
 - It shows Aviation’s value to the company

Message: We are running a business and speak your language

Our People – Air Crew



- Pilots (7), Flight Attendant (2)
 - Combined department experience: Over 65,000 flight hours and 170 years of aviation experience
 - 3 previous military experience, 6 all civilian experience
 - Combined years with the Company : 36 years
- Previous pilot and CSA aircraft qualifications/experience
 - 35 Aircraft types
 - One pilot has helicopter experience
- Special flying experience
 - Combat, Cargo, Aeromedical, Major Airlines, Charter/Fractional Ops, Aerial Photography, Flight Instruction
- Executive/VIP support experience
 - US Senators/Congressmen, Celebrities, Corporate Executives, Aircraft Owners, Heads of State, Royalty

Bottom line: Highly trained, professional, experienced aircrew

Message: When it comes to flying airplanes...we know what we're doing

Our People – Maintenance



- Maintenance Manager, Maintenance Technicians (2)
 - Combined aviation experience: 120 years
 - Combined years of company service: 40 years
- Previous aircraft – Combined experience on over 60 aircraft types
- Previous aircraft maintenance work experience
 - Service centers, airlines, training centers, charter operators, and other corporate flight departments
- Maintenance in 2016
 - Over 1900 documented maintenance actions requiring thousands of hours of work
 - Maintained near 24/7 aircraft availability with 2 maintainers for the year

Bottom line: Highly knowledgeable, professional, experienced maintainers

Message: When it comes to maintaining airplanes...we work hard & we know what we're doing

Our People – Scheduler /Ops Manager



- **Scheduler / Operations Manager (1)**
 - 21 years of aviation experience
 - 4 years of company service
- **Operations Manager duties**
 - Trip planning, coordination and initial trip risk assessment
 - Aircraft scheduling
 - Manager of the scheduling program
 - Manager of the fuels program
 - EA to the Aviation Director
- **Previous aviation work experience and qualifications**
 - FBO, Corporate Flight Departments, Charter, and Fractional
 - Licensed Dispatcher

Bottom line: Highly capable, professional, experienced Operations Management

Message: When it comes to scheduling airplanes...we know what we're doing

Operations Overview

- **Operations Stats from 1 Jan 2016 – 1 Jan 2017**
 - 500 Legs, 3000 passengers flown, 1000 flight hours
 - 440K miles flown (equivalent to over 23 trips around the earth)
 - 95% departure reliability
- **Planned 2016 Budget - \$7.5M (THIS IS NOT OUR BUDGET!!)**
 - Not a profit center...we can only spend prudently
 - Variable cost per flight hour \$3700
 - Largest variable cost is fuel
 - Spent 40% less than national average or retail for fuel this year

Message: We work hard, we're effective, and we're budget conscious

Aircraft Description



Two Large Cabin Aircraft

- **Pressurized cabin for passenger comfort**
- **Highly advanced equipment**
 - “Glass Cockpit”
 - Weather radar (XM and Airborne)
 - Communications (SATCOM, WiFi)
- **Safety**
 - Full medical kit
 - Defibrillator
 - Life rafts, smoke hoods, emergency oxygen
- **Stock**
 - Office supplies
 - Snacks and beverages

Capabilities

Cruising Speed	530 MPH
Range	4,800 miles
Maximum Altitude	45,000 ft
Minimum Runway Length	5,000 ft
Maximum Number of Passengers	12
Number of Crew	3

Message: We're well equipped and we can do a lot for the company

Our Value to the Company

- **Safety/Security - Passenger safety is our #1 priority!**
 - Highly experienced and trained aircrew
 - Aircraft maintained to high industry standards
 - Secure means of travel away from potential threats
- **Time/Flexibility**
 - Saves travel time (parking, checking-in, security lines, layovers, canceled flights, etc.)
 - Depart on passengers timing
 - Conduct business, eat and/or rest during travel time
 - Transport up to 24 passengers to multiple locations in a single day (two aircraft)
- **Cost/Efficiency**
 - Significantly savings over charter aircraft
 - Control cost through vendor negotiation, program and trip management and completing work in-house
 - Recognized department safety lowers insurance premiums
 - **Safe operations avoid the enormous cost of injury, loss of life and resources**

Message: We add value

Value Added - Cost of Executive Time

Dallas - Baltimore, MD - White Plains, NY - Mobile, AL - Dallas

- **Executive Travelers (CEO, Chief of Staff)** *Compensation info from 2016 Proxy Statement*
 - Cost of CEO time (Annual compensation \$10M) - \$2,283/hr (assume 365 days, 12 hours per day)
 - Cost of Chief of Staff time (Annual compensation \$2.0M) - \$456/hr (assume 365 days, 12 hours per day)
- **Time Advantage of the Company's Aviation**
 - 7 hours of airport time (checking-in, security lines, layovers, baggage claim)
 - 5.5 hours of "flying office" time aboard our aircraft

Value Added: 12.5 hours time advantage - \$34,000

Doesn't include "goodwill" value of convenience, comfort, flexibility, safety and security



Value Added - Safety

Dallas – Aspen – Dallas

- **Trip originally scheduled to land at Aspen at night**
 - Implemented department risk identification and mitigation process
- **Risks of night ops at Aspen airport identified**
 - Mountainous Terrain
 - Difficult Steep Approaches
 - Tower Closed at time of arrival
 - Freezing Conditions
- **Pax Options: Day-time arrival or change arrival location**
 - Passengers chose to go to RIL – Rifle, CO



Value added: Reduced risk and kept pax on schedule

Value Added – MX Inspection Oversight

- 96 Month Inspection
 - Vendor identified issue / discrepancy, recommended getting exchange part which cost \$200K
 - Our on-site maintenance personnel made visual inspection
 - Determined that part could be repaired cost \$70K



Value added:

- **Saved \$130K on repair**
- **Did not add down time to aircraft because repair was concurrent**

Value Added – Catering

(Dallas - Washington D.C. - New York, NY - Birmingham, AL - Dallas)

- Catering served aboard the aircraft:
 - 2 Different Soup Selections
 - Dinner Roll Sandwiches
 - Rotisserie Chicken and Cobb Salad
 - Assorted Cookies
- Retail cost of catering - \$1000
- Negotiated cost of catering - \$450



Value added:

- In-Flight Vendor Negotiation saved \$550
- Many times CSAs shop the day prior to flight...saving even more!
- Maintain control of food safety

Value Added – Fuel Tankering

(Dallas - Washington D.C. - New York, NY - Birmingham, AL - Dallas)

- Fuel Tankering – A cost saving technique
 - Optimize fuel price, ramp fees, and cost to fly fuel

Recall & info	Limiting Takeoff (lbs)	Limiting Landing (lbs)	FOB (lbs)	Departure FBO	Price/gal (USD) ②	Ramp Fee (USD)	Waived at (gals) ③	Burn (lbs)	Gals Loaded lbs Loaded	Fuel Cost (USD)
D1463 KDAL→KIAD	74,600	66,000	10,000	Signature Flight Support - Terminal 1	3.60	0.00	0 [No]	5,726	0	0.00
D1472 KIAD→KTEB	74,600	66,000	7,056	Signature Flight Support	4.28	760.00	475 [Yes]	2,413	475 3,183	2,033.00
D5602 KTEB→KBHM	74,600	66,000	15,179	Signature Flight Support (East)	3.42	734.00	450 [Yes]	5,918	1,632 10,936	5,582.13
D5613 KBHM→KDAL	74,600	66,000	8,863	Atlantic Aviation East	5.08	620.00	440 [No]	4,505	0	0.00
Average Price/gal ②:										3.61
Tankering Cost ②:										8,235.13
Non-Tankering Cost [Min Fuel] ②:										9,801.80
Savings:										1,566.67

Note 10,936lbs (5.5 tons) of fuel purchased at TEB

Value Added: Over \$1500 saved on this trip

Report to Corporate

- Difficulties Finding Synergies with other Corporate Departments
 - Our main focus is aviation safety and value added of time saved or resources saved
 - Our hangar is physically separate from the Headquarters

** One synergy maybe sharing lessons learned regarding leadership, management, and personnel issues*

- Evaluating our Performance
 - Communicating our performance in way comparable
 - Determine the value added of the time we save our passengers and convenience and service we provide
 - Determine the value added of major projects we complete
 - (New scheduling system, adding an aircraft, IS-BAO audit, paperless cockpit, electronic pre-flight risk assessment tool, etc.)
- Alignment
 - Looking to align with Managing Executive's vision, mission and goals (Procurement for us)
 - Integrate with the Managing Executive's team in its role executing the company's strategies

Message: We want to be part of the team and evaluated equitably

Safety – Top Priority

- CEO Letter
 - Recommend posting in prominent places in your office / hangar
 - Guidance you should regularly use for decision making
- Safety Management System
 - An all encompassing set of processes providing an organized way of continuously reviewing/improving department safety
 - Includes risk identification and assessment, data collection and analysis, hazard reporting, change management, crisis response, training, and audits
 - External audit every two years confirms compliance with international standards
- Trip Risk and Mitigation
 - Every scheduled trip should go through several layers of risk identification and mitigation
 - Ultimate trip authority to delay, change or cancel a trip in the interest of safety should be clearly defined and understood by Corporate

Message: The CEO supports our safety program and safety is our top priority

2016 Accomplishments (Examples)

- Rated as IS-BAO Stage III, the highest level of compliance for safety standards and practices
- Completed implementation of new scheduling program and improved mobile access
- Rated highest level of customer satisfaction on 95% of customer surveys received
- One of the highest results on company culture survey – Shows alignment
- Took major steps toward paperless operations
- Came in approximately 5% below planned budget
- Implemented new electronic Human Factors preflight assessment
- Developed and distributed new Corporate Aircraft Users Guide
- Cost savings - \$500K under retail fuel pricing, \$600K in mx using management & warranty programs
- Completed internal Crisis Response Plan exercise.

Message: We work hard, we're good at what we do and care about the company

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



Engaging with Corporate HQ

Thursday, February 09 | 10:30am –11:45am

PRESENTED BY:

Sharon Martin, Chubb

**SCHEDULERS &
DISPATCHERS CONFERENCE**

February 7-10, 2017 | Fort Worth, TX

Communication

- 1st Rule of Thumb
- Old school thinking – technology is great, but the message may get lost in translation. Personal contact is necessary at times. It definitely aids in building a solid rapport for a working relationship

NAME (exactly as it appears on passport)	Click here to enter text.		
NATIONALITY (i.e. British, American, French, etc.)	Click here to enter text.		
PASSPORT INFORMATION (attach a color copy of passport face page)	COUNTRY OF ISSUE: Click here to enter text. NUMBER: Click here to enter text. DATE OF ISSUE (MM/DD/YY): Click here to enter text. DATE OF EXP: (MM/DD/YY): Click here to enter text.		
VISA INFORMATION (attach a color copy of visa(s))	VISA NO.: Click here to enter text. COUNTRY OF ISSUE: Click here to enter text. DATE OF ISSUE: Click here to enter text. DATE OF EXPIRATION: Click here to enter text. VISA NO.: Click here to enter text. COUNTRY OF ISSUE: Click here to enter text. DATE OF ISSUE: Click here to enter text. DATE OF EXPIRATION: Click here to enter text.		
DATE OF BIRTH (MM/DD/YY)	Click here to enter text.		
CITY, STATE & COUNTRY OF BIRTH	Click here to enter text.		
COUNTRY OF RESIDENCE	Click here to enter text.		
RESIDENTIAL ADDRESS ([street, city, state, zip])	Click here to enter text.		
EMPLOYEE/GUEST? (family members of employees-guests)	Click here to enter text.		
HOW CAN WE CONTACT YOU IF THE SCHEDULE CHANGES?	CELL NO.: Click here to enter text. HOME NO.: Click here to enter text. OFFICE NO.: Click here to enter text.		
ALLERGIES/DIETARY RESTRICTIONS	Click here to enter text.		
ASSISTANT'S NAME AND CONTACT NUMBER	NAME: Click here to enter text. OFFICE NO.: Click here to enter text.		
NAME OF EMERGENCY CONTACT	Click here to enter text.		
EMERGENCY CONTACT NUMBER	PRIMARY: Click here to enter text. OTHER: Click here to enter text.		
RELATION TO PASSENGER	Click here to enter text.		
DATE FORM COMPLETED:	Click here to enter text.		



CORPORATE AIRCRAFT REQUEST	
Date of Request:	
Authorized Requester:	
On Behalf of (if applicable):	
Business Purpose:	
CEO Approval Required:	
OUTBOUND	
Date of Travel:	
From/To:	
No. of Passengers:	
Name(s) of Passenger(s):	
RETURN	
Date of Travel:	
From/To:	
No. of Passengers:	
Name(s) of Passenger(s):	

Relationship

- Initial Meeting
 - Information sent to anyone new to flight operations. Explains how the system works
 - Provide forms and explanation of Flight Department processes
- Annual Meeting
 - Hangar meeting with those administrative assistants that are in close proximity to our hangar
 - Scheduling department members travel to off-site locations to meet with administrative assistants

Customer Service

- Always Remember WHO your Customer is and what is expected
 - Safety is first and foremost
 - Operational excellence at every level
 - Communication is a must
- Should be hands on – don't rely on others to communicate for you

Education

- Information regarding airport options available, regulations & restrictions, possible issues (NOTAMS) surrounding flight
- Duty day, weather issues, US Customs requirements, international procedures and needs (Visas, shots, etc.)
- Personal Usage and SEC Regulations
- No question is a dumb question – keep communication open – creates a two-way street
- Always explain in simple terms – stay with the basics (KISS Methodology)

Agenda Items

- Think Outside the Box
 - Question information if it's not clear
 - Always think beyond the information you receive
 - Look at the Big Picture

Tools Used by Chubb Flight Operations

- Corporate Travel Profile Document
- Corporate Travel Request Form
- Ground Transportation Coordination
- Corporate Security Department
- Corporate Executive Itineraries
- Trip Sheet – Itinerary
- Trip Following Communication
- Travel Authorization Form



National Business Aviation Association 1200 G Street NW, Suite 1100 Washington, DC 20005 (202) 783-9000 www.nbaa.org