

## MEMORABLE LANDINGS

THE SUPER BOWL IS THE BIGGEST EVENT FOR PRIVATE JET TRAVEL. THIS YEAR, OVER 600 PRIVATE AIRCRAFT FLEW INTO NEW ORLEANS LAKEFRONT AIRPORT FOR SUPER BOWL XLVII. TYPICAL WEEKEND TRAFFIC AT THE AIRPORT IS USUALLY JUST 125 LANDINGS.



New Orleans



Phoenix



Inuvik



Calgary



Aspen

## WOP MAY

(March 20, 1896 – June 21, 1952)

Wilfrid Reid "Wop" May could be the coolest flying ace you've never heard of. After a fire fight with the Red Baron in World War One, his aeronautical adventures only escalated, leading to immortalization in both the movies and on Mars.

After the war, May returned to his hometown of Edmonton, Alberta, where he opened the first airport in Canada. The fact that it was just a runway in a field didn't hold him back. With his penchant for performing aerial stunts in a rented Curtiss JN-4 "Jenny," May was one of the world's first barnstormers. With WOP painted on the top wing, everyone knew just who was buzzing by — upside down. But he was more than a high-flying showman.

In December 1928, a Hudson's Bay Company employee posted to the remote northern town of Little Red River came down with diphtheria. If it wasn't for Wop May and his Avro Avian, vitally needed medicine might have never been delivered. His flight there took two days and required landing on a frozen lake. By the time the skilled bush pilot returned to Edmonton, his journey had become known across the country as "the race against death."

In early 1932 the Royal Canadian Mounted Police needed his help after an illegal trapper shot an officer serving a search warrant, then killed another. The hunt for the Mad Trapper of Rat River made front-page news across the continent. May tracked the trapper's footprints in a frozen river and flew another injured officer to a doctor, saving his life. This adventure inspired the imagination of Hollywood, leading to the 1981 Charles Bronson classic, *Death Hunt*.

As the Second World War began, Canada became a go-to training spot for British Commonwealth pilots. Incorporating the wisdom of Para Rescue teams in the United States, the Canadian military organized their own Search and Rescue unit. For his work with this group, saving the lives of many fliers, the United States Army Air Forces awarded May the Medal of Freedom with Bronze Palm in 1947. This was in addition to receiving a host of other medals, including the Distinguished Flying Cross in 1918 and the Order of the British Empire in 1935.

Decades after his death, Wop May was honored with what may be the ultimate accolade. In 2004, when the unmanned exploration rover *Opportunity* located a boulder in the Endurance Crater on Mars, NASA named it "WOP MAY."

## TEST YOUR SKILLS

### Aviation Quiz

OUTFIT YOURSELF WITH AIRSPRINT GEAR



With AirSprint on speed dial, a good round of golf is always at your fingertips. If the local weather is not cooperating with your plans, with little notice, AirSprint's travel crew would be more than happy to fly you to a location with optimum conditions.

Whether or not you plan to be on the course this season, you may want to participate in our special reader quiz, for the chance to outfit yourself in a stylish AirSprint shirt. To qualify, please send in your answer to either of the following questions to [rma@airsprint.com](mailto:rma@airsprint.com). Winners will be selected at random from those who answer correctly. Thank you in advance for participating.

1: WHAT DID THE UNITED STATES MAKE ILLEGAL TO DO IN AN AIRPLANE IN 1971?

2: WHAT IS ONE OF THE BUSIEST TRAVEL DAYS AT AIRSPRINT?

# TO THE point

SIMPLIFY YOUR LIFE. ENJOY YOUR FLIGHT. DO WHAT YOU LOVE.

NO. 6 • FALL 2013 • WWW.AIRSPRINT.COM

AirSprint  
PRIVATE AVIATION

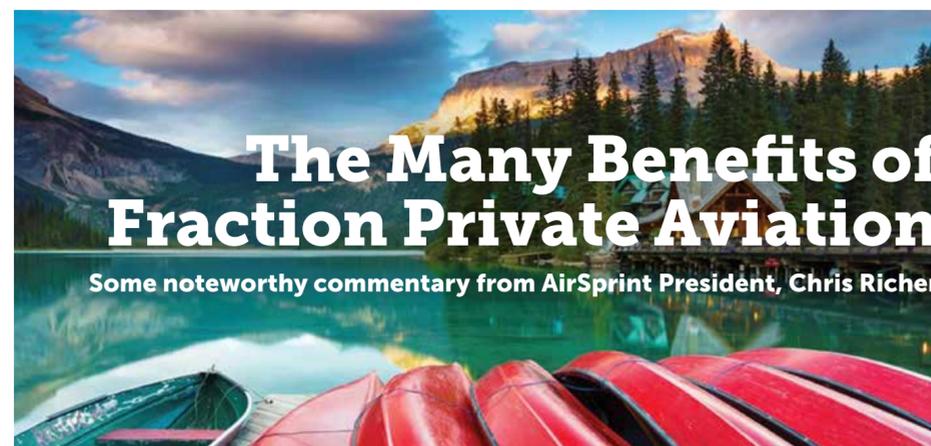
### IN THIS ISSUE

A Note to Clients P2

New Access Programs P5

Philanthropy Event Sponsorship P3

Memorable Landings P4



## The Many Benefits of Fraction Private Aviation

Some noteworthy commentary from AirSprint President, Chris Richer

### AIRSPRINT OFFERS CERTAINTY

The private traveler commands certainty on all levels. Due in part to market conditions and lifestyle trends, this is true now more than ever. At AirSprint, we understand. We are certain in everything we do for our owners. It shows through in our financial discipline, our corporate governance, our key metrics, our commitment to our values and our continuous drive for improvement in safety and customer service.

AirSprint flies smart, happy and passionate people. So, to keep the balance, we hire smart, happy and passionate people. The AirSprint model truly works.

### AIRSPRINT OWNERS SEEK TIME

With every AirSprint flight, we are reminded of how business owners, entrepreneurs and professional managers are on a continuous quest for time. We too are on that same quest.

AirSprint teams work hard to enhance owners' productivity. In doing so, we allow them time to honor their personal commitments to family, friends and also to themselves. Through our advice, our approach and our programming we actually create time.

If there is anything we can do to make your busy schedule even more productive, please don't hesitate to let us know. We are certain we can help.

### SAFETY AT AIRSPRINT IS TOP OF MIND

AirSprint manages its safety program through an extremely thorough and sophisticated system (SMS). Comparable in scope and execution to a commercial airline, it enables us to make safety a key cornerstone of our business. Our

Operations team's primary objective is to drive continuous improvement in the safe operations of our aircraft. At AirSprint, our safety promise is certain.

Any time an action or event is identified that has or could have a potential impact on safety, it is entered as an SMS file.

"We allow owners time to honor their personal commitments to family, friends and also to themselves."

The action is then recorded in Q'Pulse, our quality assurance tracking software. Each file is assigned a ranking, noting the severity and likelihood for that event to reoccur.

To ensure it won't reoccur, the file is only closed after we have made changes to our process, our training or our infrastructure. As a consistent rule, the Senior Leadership Team and Board of Directors review each SMS file. Approximately 50-70 SMS files are processed per year.

Our owners take comfort in knowing the AirSprint SMS process is a solid, detailed control check.

### IN-HOUSE MAINTENANCE IS A HUGE AIRSPRINT ADVANTAGE

AirSprint is approved to complete warrantee maintenance as needed on our Cessna fleet of aircraft.

This provides a significant advantage in the marketplace, with respect to our ability to minimize aircraft downtime and maintain overall dispatch reliability. AirSprint maintains in-house maintenance in Toronto and Calgary that is on call 24 hours a day, 7 days a week. In addition, we inventory most common aircraft parts to ensure a timely turn-around of common maintenance items.

At AirSprint, we aim to uphold safety and minimize downtime. For us, the decision to have in-house maintenance is imperative. For our jet owners, it's peace of mind.

### Advantages of Fractional Private Aviation

**Cost Management.** If you fly more than 20 hours a year on private planes, it's worth looking at alternatives such as Jet Cards or Fractional Ownership. These options provide lower cost per hour scenarios.

**Guaranteed Flights.** During peak travel periods, travelers will be competing with individuals, corporations and families who charter. In addition, you will be competing with fractional fleets, which in some cases use their best charter aircraft to supplement their own fleets at these peak times. With fractional ownership, the flight you need is 100% guaranteed.

**Levels of Service.** Standards of service, safety and quality of aircraft vary widely with the charter experience. Private aviation, by contrast, places special consideration on service and offers a more premium experience, consistency and safety.

**Flexibility.** With Charter, if you're only flying one way, or if you don't know when you will be returning, you will have to pay the "deadhead" costs of flying the plane back to its base. In addition to this there will be a surcharge to come pick you up. In contrast, as a fractional owner, you have a greater flexibility with the use of your travel hours and will only be billed for occupied hours on the aircraft.

Flexible Skilled Family Certainty  
Personal Safe Approachable  
No Line-ups Time-Saving Expertise  
Reliable Privacy Friendly

# Dear AirSprint Clients

If you have been to the AirSprint website in the last few weeks, you will see that we have changed the landing page at [www.airsprint.com](http://www.airsprint.com). The new text and images are all based on the theme of "Certainty." Now is a great time to share what this means to AirSprint and our collection of skilled workers; each performing their respective responsibilities for you, our clients.

## PC12 TO CJ2+ TRANSITION

As a company, we are in the midst of a transition that will ensure continued stability for the next decade. The move from the PC12 to the CJ2+ has not been easy. However, the change has proven to be the right strategy for the company in the long term. Since January of this year we have welcomed 18 new client contracts into our program, nearly all as a result of the complementary and efficient pairing of the CJ2+ and the Citation XLS.

## SERVICE PERFORMANCE AND METRICS

During the transition, we are working as best we can to manage the changing capacity across three types of aircraft. I am very much aware of all situations where clients have been negatively impacted by this. Rest assured, this is something that we take very seriously. It is our goal to push through this transition as quickly as possible, restoring the balance of capacity that we had prior to the change. Overall, we have had tremendous support, and experienced a great spirit of partnership from the client group during this time, something we are extremely grateful for.

AirSprint tracks and analyzes its service and dispatch reliability metrics very closely. These metrics are something we are very proud of and something that I plan to share more often with the client group.

## FINANCIAL AND CORPORATE STABILITY

Companies are often asked about their corporate and financial stability. We are proud to say that AirSprint's corporate and financial stability is healthy and strong. It is important to the company that this message comes through loud and clear to both owners and staff.

I am told often that there is a sense of comfort in knowing that AirSprint is here for the long haul and that this comfort is invaluable to our owners and staff. And, as I see it, this sense of comfort has never been more needed than in the last twelve months.

In the past year, we have seen four fractional companies go out of business for a myriad of reasons, including financial mismanagement, operational and safety issues. In this environment, certainty is more important than ever.

At AirSprint, we view our role in achieving certainty for our clients, employees, shareholders and the wider group of stakeholders as critically important.



## OUR ROAD MAP TO SUCCESS

### Follow our Values

- Safety                      People
- Service                    Community
- Integrity                  Humility

### Ensure that we run the company with sound financial governance and metrics.

These past few years in the private aviation industry have proven to be difficult for all companies, especially those offering fractional arrangements.

However, even during these difficult times – through the recession and through our CJ2+ transition, AirSprint has managed to remain profitable and stable. All decisions made were to ensure that AirSprint and your aircraft ownership would be around for the long haul.

As always, please know that my door is always open and my phone is always on. I'd be more than happy to discuss this or any matter, at any time.

Best regards,

Chris Richer, MBA  
President, AirSprint



# EMPLOYEE FEATURE – SEAN KELLINGTON

## WHAT IS YOUR ROLE AT AIRSPRINT? WHAT DOES A TYPICAL DAY IN THE LIFE OF SEAN LOOK LIKE?

I'm the VP of Business Development. That means I oversee the sales and marketing for the company. I work very closely with all of the sales directors, clients, marketing team as well as the executives on managing the sales targets, customer relations, new clients and their transition into our flight coordination department. I also review our quality assurance program (ASQ) on a daily basis and communicate any actionable items to the appropriate teams. A typical day for me, because we deal with so many different time zones, has me up and working quite early. I do this so I can hold daily discussions with our Eastern sales directors. I'm well into things as the rest of the nation is just starting to wake up.

## WHY DO YOU LIKE WORKING AT AIRSPRINT? WHAT IS IT ABOUT YOUR JOB THAT FUELS YOUR EXCITEMENT?

I get to work with incredibly smart people each and every day. What gets me going is the fact that AirSprint is a strong, healthy and growing company. I'm able to get up every morning and be a part of an evolution. In the future I will know that, together with my colleagues, I have worked to create some remarkable achievements. This is exciting.

What I find truly empowering is that every single employee at AirSprint – from the ground crew to the CEO to the Board of Director members, has a hand in directing the company's growth. We all display such extreme diligence when it comes to care and concern for our owners. We truly do want the best for them and work hard to apply sound, critical thinking in our activities – each and every day.

## WHAT DID YOU DO BEFORE YOU JOINED AIRSPRINT AND HOW DOES THAT EXPERIENCE TIE INTO YOUR ROLE TODAY?

I joined AirSprint in 2010, after running my own financial planning practice. Much of that experience ties into what I do today. In 2000, just prior to 9/11, I started experiencing that terrible downturn in the economy. And like everyone else, I could see the growth that would eventually come. I longed for something new. The learning that came out of that time in finance taught me to appreciate and value my clients wholeheartedly and never assume that times will *always be good*. However, at the same time, we must never be fearful that times will *always be bad*. Stay open and positive, I say.

I personally feel that if we have a consistent goal and an evolving plan – something that provides a clear vision and aligns with our values – then business will thrive. And no matter what you do, keep your core values in check.

# Discover infiniti • club • advantage

This summer, AirSprint officially announced our newly structured fractional ownership solutions.

Our new programs are fully tailored to travelers' needs and responsive to the demands of the market.

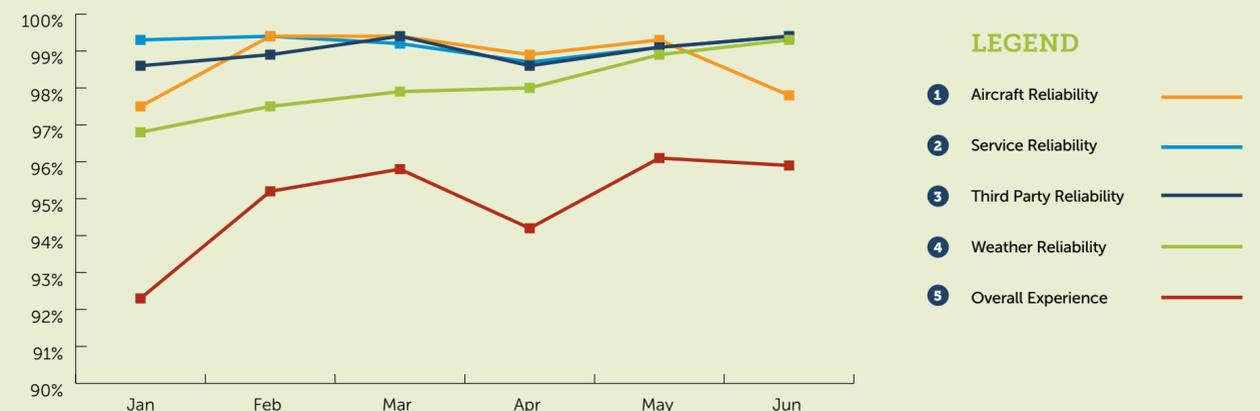
Designed to allow clients to be in control of their capital, our programs let clients receive the greatest possible experience from their investment in private aviation. AirSprint's flexible program offerings make the benefits of Fractional Ownership more attainable than ever.

A common barrier to accessing the premium service and safety benefits associated with fractional private aviation is the capital depreciation risk that is usually taken on by clients. AirSprint now offers a guaranteed rate of depreciation on the value of our fractional interests, complemented by a zero capital entry option for those clients who wish to avoid capital costs. In Canada, these options are available in both the Citation CJ2+ and the Citation XLS jets. In the US, these options are available in the Cessna Citation CJ2+ jet. Clients are only invoiced at the time of their flight, based on occupied hours in the aircraft. AirSprint also restructured the Monthly Management Fee to an Annual Management Fee. The big gain you will receive from AirSprint is the consistency and reliability of aircraft, access, cost and service.

For complete program details please visit [www.airsprint.com](http://www.airsprint.com).



- 1 Aircraft Reliability** tracks incidents of aircraft mechanical issues that lead to a departure delay greater than 5 minutes.
- 2 Service Reliability** tracks incidents of AirSprint staff errors that lead to a "non-perfect" flight.
- 3 Third Party Reliability** tracks the performance of our third party subcontractors such as catering and ground transportation companies.
- 4 Weather Reliability** tracks flights adversely impacted by weather.
- 5 Overall Experience** is the composite total of all four streams of data.



## AIRSPRINT'S 2013 Philanthropy Event Sponsorships

A big thank you goes out to our partners and participants

- Post Open Pro Am
- ACE Golf Tournament
- Child Help Golf Tournament
- Flames Poker Tournament
- Joe Carter Classic Golf Tournament

