No Plane No Gain

Presented by Ed Bolen, NBAA President & CEO
Moderated by Chris Strong, NBAA VP Marketing & Membership
NBAA’s Mission

Foster an Environment that Allows Business Aviation to Thrive
Image – Airline Attacks Video
Image – Response Video

THE SAME OLD STORY
Image – Airline Attacks

Edna Likes Wearing Big Wigs

...not subsidizing them.
Congress: Make Corporate Jets Pay their Fair Share of Taxes
www.SmartSkies.org

smartskies
keeping pace in a changing world
The Big Airlines Are Hungry for Another Billion Dollar Bailout
The airlines are back for even more after they've already gotten billion dollar bailouts and benefits from taxpayers.

The airlines admit they DO NOT pass on their savings to passengers.
The same airline CEOs and executives who make $20 to $40 million.
And don't fully fund their pension programs for workers.

And now they are asking Congress and Taxpayers for another Billion Dollar handout.
Learn more about the facts @ www.AviationAcrossAmerica.org
Goal: Essential
Target: Policy Makers/Opinion Leaders
Messages:

• Jobs
• Service to Small Communities
• Productivity
• Humanitarian
No Plane No Gain Ad "One Industry" Runs Nationwide
One industry generates over 1.2 million manufacturing and service jobs right here in America.

Provides a lifeline for businesses and small towns who have lost their commercial airline service.

And delivers emergency relief to neighbors and communities in times of crisis.

BRAINSE AVIATION.
IT'S WORKING FOR AMERICA.

Learn more at NoPlaneNoGain.org

Paid for by National Business Aviation Association
Business Aviation: Jobs, Productivity and Keeping America Connected

Millions of Highly-Skilled Jobs (more)
According to numerous studies, business aviation supports 1.2 million stable, high-wage jobs.

Lifeline for America's Small and Medium-Sized Cities and Towns (more)
In just the past year, more than 100 communities have lost all airline service. There are a mere 70 hub cities in the United States; if you live outside of one of them, you will be all too familiar with the limitations of commercial airline service.

Productivity Gains for American Businesses (more)
The vast majority of companies who rely on business aviation are small and medium size companies. See profiles on how companies are using business aviation to compete and succeed in a very demanding marketplace. And companies that use aviation outperform those which do not.

A Life Saver for People in Need (more)
The Real World of Business Aviation

*Harris Interactive Survey*

- Small companies operate the majority of business aircraft.
- 75% of companies operate only one turbine-powered aircraft.
- Managers and other mid-level employees are the typical passengers on business aircraft.
- Employees use their time onboard company aircraft more effectively and productively than when they are on airline flights.
- 80% of business aviation flights are made into secondary airports or airports with infrequent or no scheduled airline service.
NEXA Advisors Study: S&P 500

Companies that use business aviation outperform non-users in key financial measures
NEXA Advisors Study: S&P 500

95%  90%  98%  95%  90%
NEXA Advisors Study: S&P 500

A business aircraft is a sign of a well-managed company
Business Aviation Makes Business Sense

**E-Valuation Toolkit**

- 5 Topics Covered:
  - Aircraft Use Policy
  - Metrics
  - Records Retention
  - Internal Communications
  - External Communications

- Additional resources provided for each topic
NEXA Advisors SME Study

October 2010 Study of Small- to Medium-Sized Enterprises

- S&P 600 Small Cap Companies from 2005-2010
- Surveys of Privately Held Companies

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This study was made possible through the financial support of our Charter Sponsors. We are grateful for contributions from the National Business Aviation Association, Bombardier Inc., Embraer Empresa Brasileira de Aeronautica S.A., Cessna Aircraft Company, Hondajet Aircraft Company, Inc. and Avantair, Forbes Business Aviation Special Reports and JETNET, LLC. contributed services to support the research underlying the study. Additional funding to complete the project was provided by NEXA Capital Partners, LLC.
NEXA Advisors SME Study

Small- to medium-sized companies that use business aviation:

- **Delivered Superior Financial Performance**
  - Total Return to Shareholders was 245% higher than non-users
  - Generated more income based on productivity and efficiency, outperforming in both EBITA (230% higher) and Earnings (219% higher)

- **Tapped new business opportunities with 22% higher average revenue growth**

- **Rewarded their investors with 11% higher market capitalization growth than non-users**
  - 2 of the 3 companies that “graduated” from the S&P SmallCap 600 to the S&P 500 index use business aviation
No Plane No Gain Video: The Truth
No Plane No Gain Ads: Arnold Palmer

“We all know that using business aviation enables us to do our best.”

“Let’s not settle for anything less than our best.”

– Arnold Palmer
No Plane No Gain Ads: Neil Armstrong

“YOU CAN SETTLE FOR EMAIL AND CONFERENCE CALLS, BUT THERE’S NOTHING LIKE BEING THERE.”

“TRUST ME ON THIS.”
–Neil Armstrong

PAID FOR BY THE NATIONAL BUSINESS AVIATION ASSOCIATION
No Plane No Gain Ads: Warren Buffett

“I ORIGINALLY CALLED MY AIRPLANE INDEFENSIBLE.”

“TODAY I CALL IT INispensable.”
– Warren Buffett

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No Plane No Gain Ads

FIRST  FORE  MOST

Neil Armstrong
First person on the Moon.

Arnold Palmer
Golf’s original superstar.

Warren Buffett
Most successful investor.

Three of the first and foremost people of our time are strong supporters of business aviation. They recognize that business airplanes help companies be productive, communities be viable, and our country be strong.
16 Governor’s Proclamations Supporting General Aviation, Including:

• Arkansas: Governor Mike Beebe
• Georgia: Governor Sonny Perdue
• North Dakota: Lt. Governor Jack Dalrymple
• Tennessee: Governor Phil Bredesen
• Vermont: Governor Jim Douglas
• Washington: Governor Christine Gregoire
• West Virginia: Governor Joe Manchin
• Wisconsin: Governor Jim Doyle
Humanitarian Efforts
Visit www.noplanenogain.org to download/view:

- NEXA Advisors Studies
- Harris Interactive Survey on Business Aviation
- No Plane No Gain E-Valuation Toolkit
- NBAA Business Aviation Fact Book
- Videos
- Print Advertisements
- and more...
Image Is Important to Advocacy

Business aviation advocacy initiatives, such as:

• Safety
• Security & Large Aircraft Security Program
• Environmental Issues
• Fair Tax Policy

Cannot progress if policymakers do not understand the vital importance of our industry.
Business Aviation Works Video
Questions & Answers
DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.