

**NO PLANE NO GAIN**

# BUSINESS LEADERS ON BUSINESS AVIATION

*Successful CEOs Highlight Aircraft Value to Their Companies*





*“A variety of independent studies, conducted over a number of decades, have repeatedly concluded that by a host of measures, companies using business aviation routinely outperform companies not using business aviation.*

*At NBAA, such a conclusion comes as no surprise: business aviation enables companies of all sizes to be more nimble and competitive. It saves time, increases productivity, provides flexibility and helps companies reach for new opportunities.*

*In short, a business aircraft is the sign of a well-managed company.*

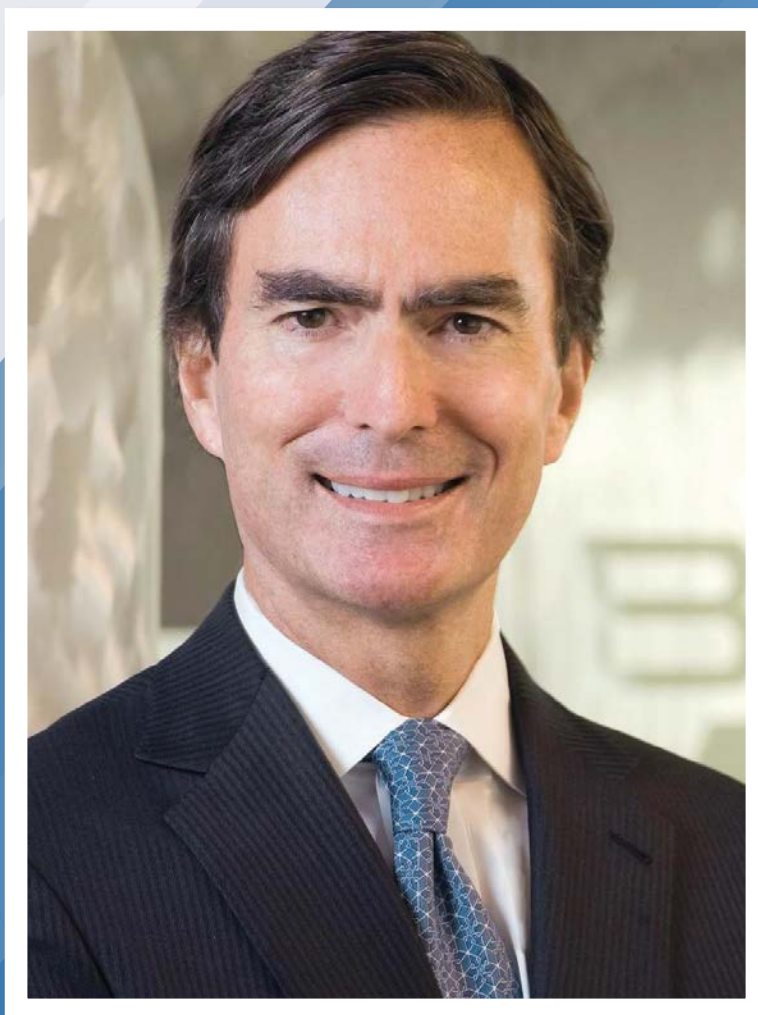
*This booklet goes beyond the data included in studies of business aviation, to provide illustrative testimony from a diverse group of CEOs, about how business aviation contributes to their companies’ success.*

*Some of the CEOs are with large companies, while others are with smaller ones. Some are with publicly held companies, while others are leaders of family-owned businesses.”*

A handwritten signature in white ink, appearing to read 'ED BOLEN', with a horizontal line extending to the right.

**ED BOLEN**

President and CEO  
National Business Aviation Association



## **MARK J. BISSELL**

*Chairman & CEO  
BISSELL Inc.*

FACT:

# CLEAN UP ON YOUR COMPETITION

*“As the leader in floorcare products in North America, BISSELL Inc. meets cleaning demands based on lifestyle, needs and surfaces in every market. Business aviation advances our consumer-focused core values.”*

***With business aviation, companies can quickly find new opportunities for their products, in cities in the U.S. and around the world.***



## **PAMELA NICHOLSON**

CEO  
*Enterprise Holdings*

FACT:

# REACH MORE PLACES, IN LESS TIME

*“At Enterprise Holdings, we know a lot about the importance of having the right travel option. And for us, business aviation is a transportation mode that helps us be more efficient, productive and successful.”*

***Studies have shown that, by a host of measures, companies using business aviation outperform similar companies without business aviation.***



## **BOB PITTMAN**

CEO  
*iHeartMedia*

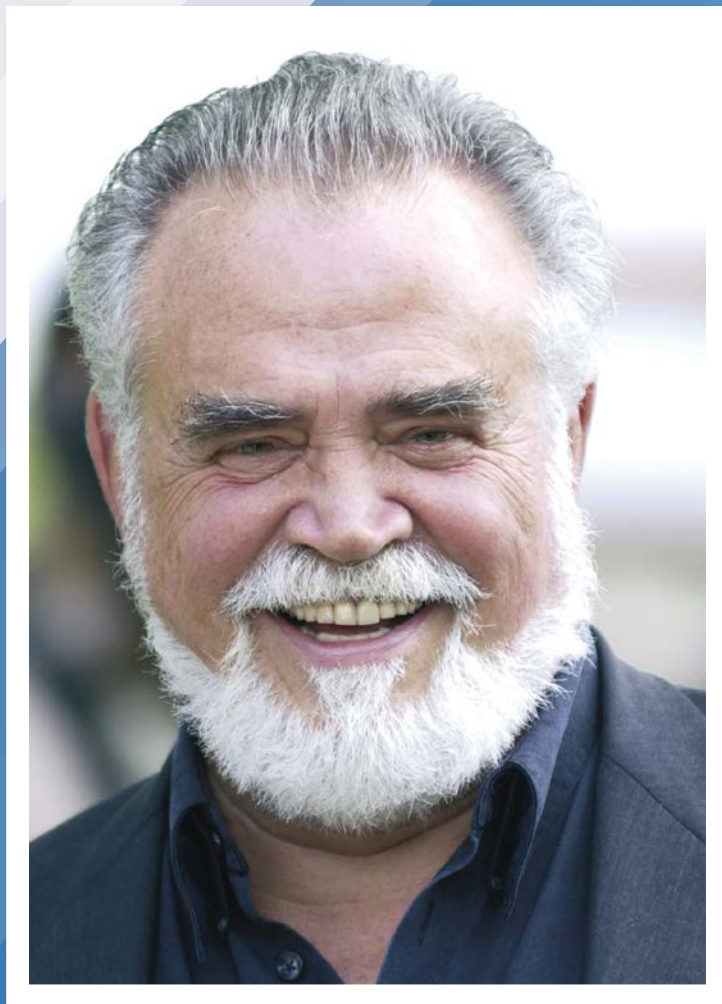
FACT:



# COMMUNICATE CLEARLY

*“Business aviation optimizes iHeartMedia employees’ ability to meet in person, so that when important decisions are made, everyone’s on the same wavelength.”*

***Business aviation allows people to discuss sensitive information while in flight, without fear of corporate espionage.***



## **HERB KOHLER**

*Chairman  
Kohler Company*

FACT:

# TURN TRAVEL TIME INTO WORK TIME

*“Our company’s accomplishments working on the leading edge, and my usefulness, would be far less were it not for business aviation. Our people in the home office seldom spend more than one day round trip, which enables them to get their rest and have balanced lives while avoiding the congestion of airports.”*

**Surveys have shown that a large majority of companies use business aircraft to fly into locations that have little or no scheduled service.**



## TROY J. LINK

*President and CEO  
Jack Link's Protein Snacks*

FACT:

# GROW YOUR COMPANY

*“In 1985 my father started our small meat snack business in the Northwoods of Wisconsin. Today Jack Link’s is a global protein business and still family owned and operated. Business aviation has not only enabled our business growth through efficiency and productivity, but it has made it possible to spend more time serving our dedicated team members around the globe.”*

***Business aviation helps entrepreneurs and companies conduct very specific business missions that can often be challenging with other transportation modes.***



## **DIMITRIOS SMYRNIOS**

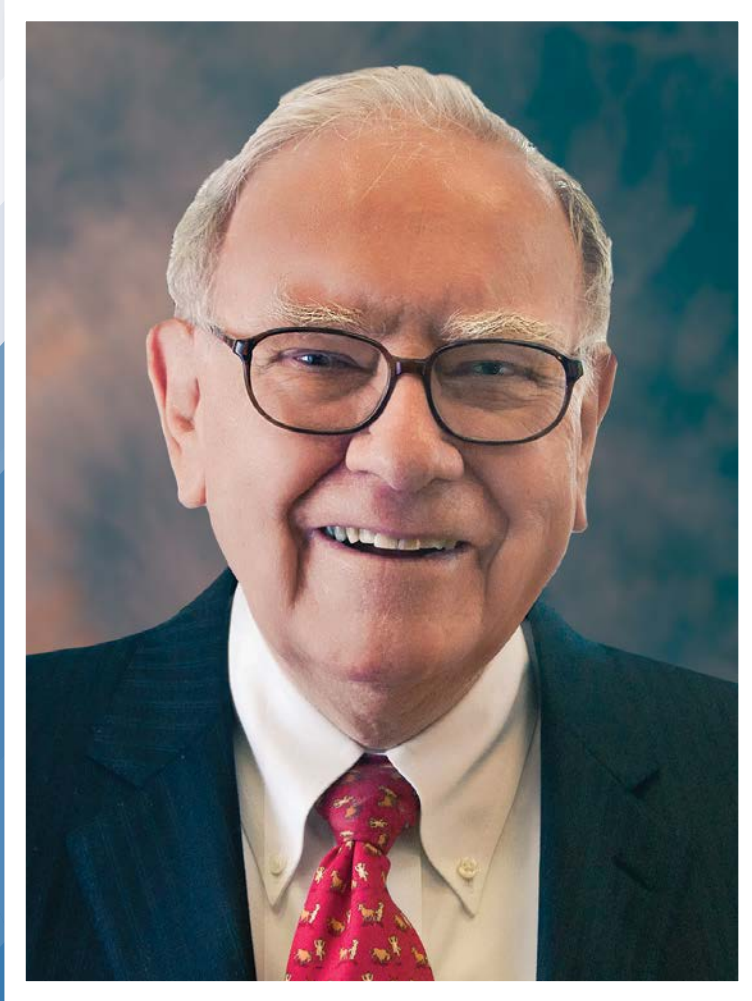
CEO  
*The Schwan Food Company*

FACT:

# DELIVER ON YOUR COMPANY'S POTENTIAL

*“We know that our 60-plus years of success delivering delicious foods depends on the relationships we build with our customers and with each other. Business aviation enables our team members to safely and efficiently visit our customers across the United States and maintain strong connections with each other at more than 400 locations.”*

***With business aviation, a company can operate production facilities in small towns across the U.S., and in markets across the world.***



## **WARREN E. BUFFETT**

CEO  
*Berkshire Hathaway, Inc.*

FACT:



# GET FACE TO FACE

*“Berkshire has been better off by my having a plane available to do deals.”*

***Studies have repeatedly shown that companies using business aircraft reliably outperform similar companies that do not use business aircraft.***



## **JEFFREY M. ETTINGER**

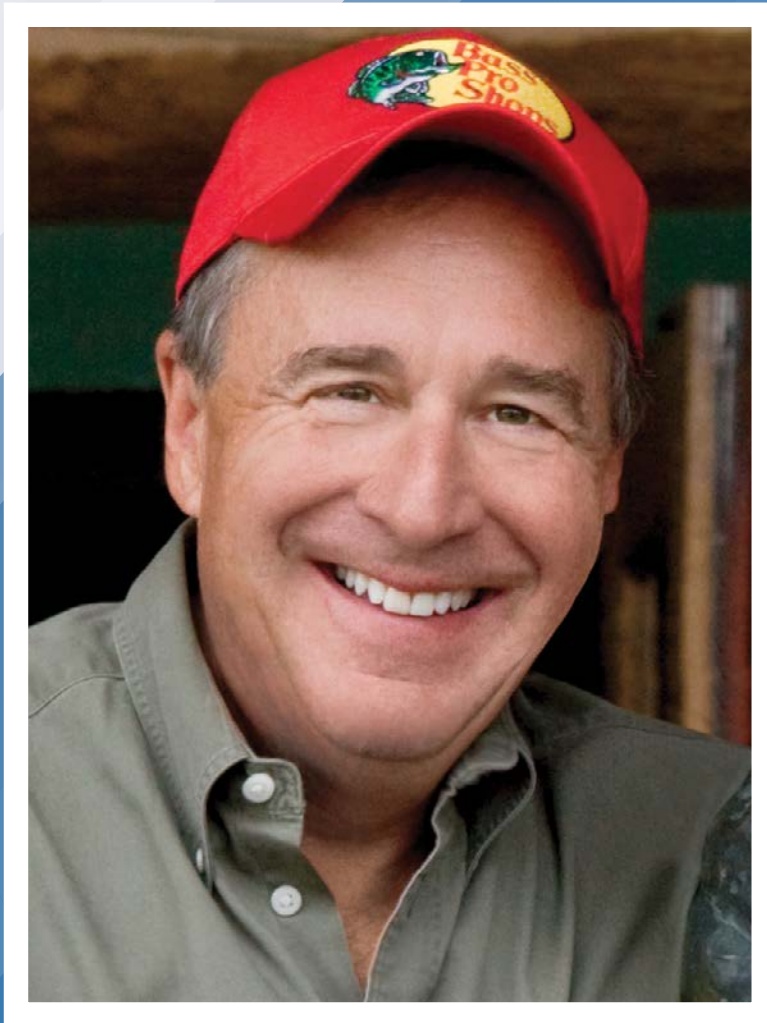
*Chairman  
Hormel Foods Corporation*

FACT:

# OPERATE FROM ANYWHERE

*“Our aviation team members are an integral, trusted part of our overall Hormel Foods team. They enhance our ability to service our plants and respond to our customers. With our headquarters located in rural Minnesota, we find business aviation to be particularly valuable – the time savings and efficiency gains are significant.”*

***With business aircraft, companies can be located in smaller towns, yet still reach clients and customers in larger markets.***



## JOHNNY MORRIS

*Founder  
Bass Pro Shops*

FACT:

# REALIZE YOUR COMPANY'S FULL POTENTIAL

*“Business aviation is a business tool that helps Bass Pro Shops in its mission to inspire people to love, enjoy and conserve the great outdoors.”*

***Business aviation allows companies to reach clients and customers quickly and efficiently.***



## **KURT LISTUG**

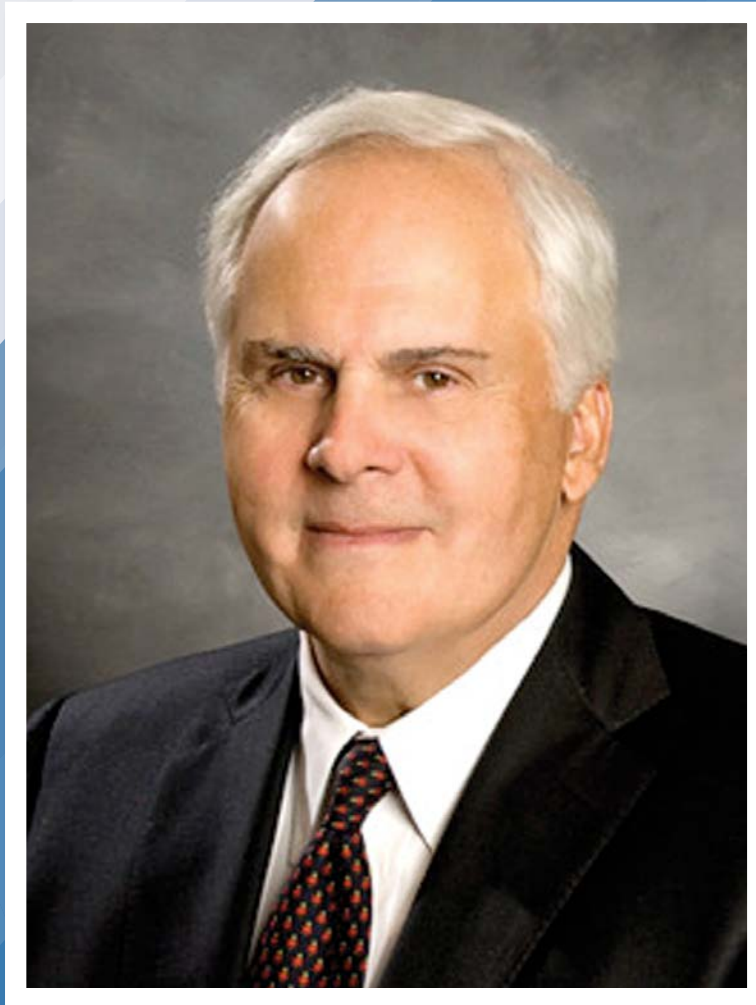
*Co-Founder and CEO  
Taylor Guitars*

FACT:

# CONNECT WITH YOUR AUDIENCE

*“Business aviation for us is not a luxury. It’s for connecting with people and being inclusive, not exclusive. It’s about working hard and staying fresh, and leading our company into the future. The work we do would be impossible without an aircraft.”*

**Business aviation connects small towns and communities across the U.S. with access to larger cities, promoting economic activity and job growth.**



## **FREDERICK W. SMITH**

*Chairman and CEO  
FedEx Corporation*

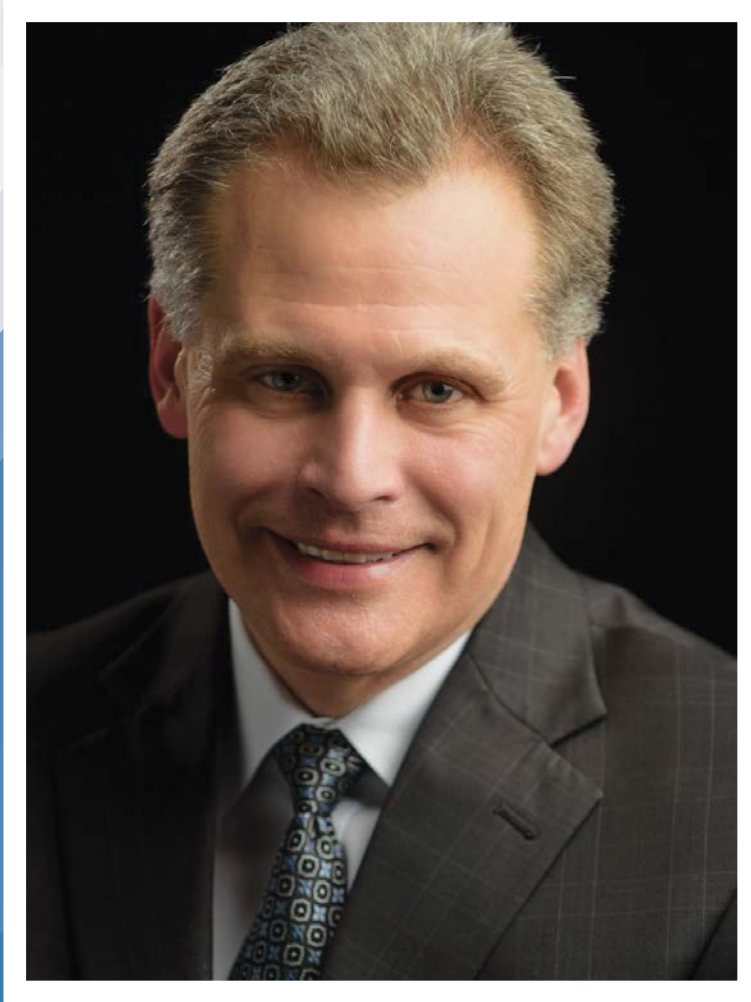
FACT:



# ENHANCE PRODUCTIVITY

*“Business aviation has been an integral part of FedEx’s success since the day we were founded. The military calls it a ‘force multiplier,’ and that’s what business aircraft have been for FedEx. They’ve given us the capability to fight above our weight, and with the enormous global network we have in place today, they allow our people to move around the world in a much more efficient and productive fashion than would have been the case had we not operated with business aircraft!”*

**Among Business Week/Interbrand’s “100 Best Brands,” 98 percent of the companies in the list are business aircraft users.**



## **MARK URDAHL**

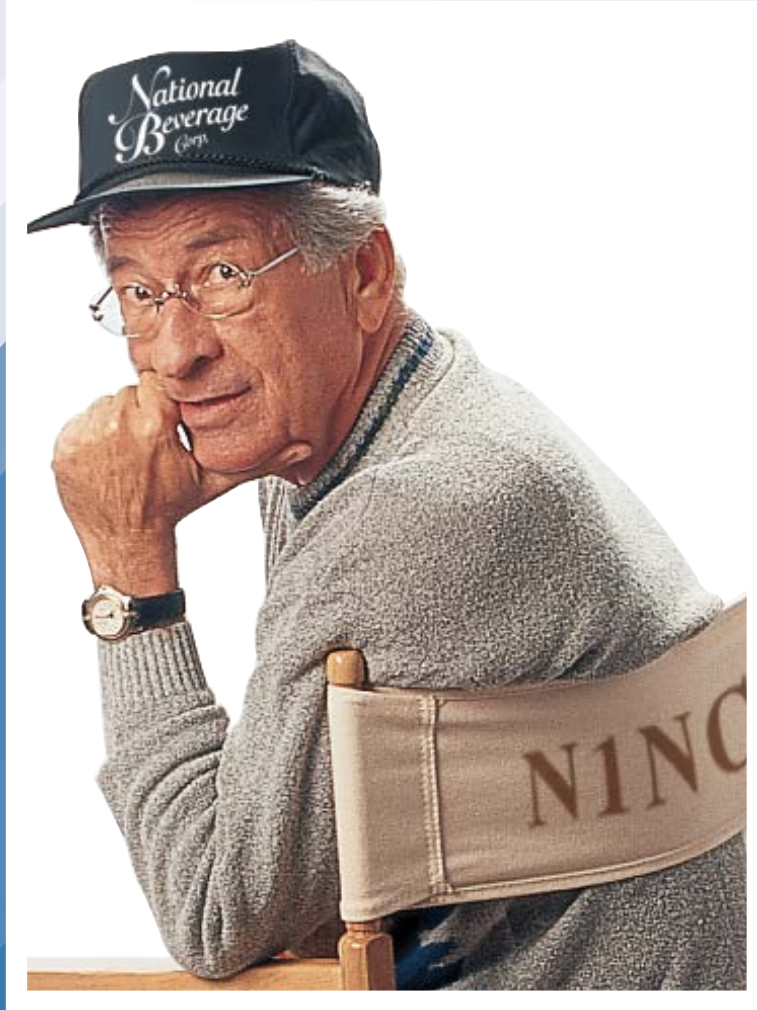
CEO  
*Red Wing Shoe Company*

FACT:

# ENSURE EVERY STEP MATTERS

*“Red Wing Shoe Company has owned and operated a corporate aircraft for over 50 years. The plane is available to all employees, helping drive business results, efficiency and productivity throughout the company. The plane shuttles employees to multiple manufacturing plants, hundreds of retail stores and thousands of customers and vendors across North America. It provides us the capability to provide remarkable services and experiences to our customers and vendors like no other company in our industry. Our company plane has been a big part of making Red Wing Shoe Company a world-wide leader in purpose-built footwear, workwear and accessories.”*

***With business aviation, companies can operate from small towns, yet compete on a global scale.***



## **NICK A. CAPORELLA**

*Chairman and CEO  
National Beverage Corp.  
Captain N1NC*

FACT:

# AIRPLANES CREATE... TIME

*“My life has been one, long, beautiful, max-performance takeoff into the early morning crystal-clear sky. I use my aircraft as a writer uses his imagination – beyond simply effective business tools, they are driving spirits and powerful motivators... symbols of energy that provide dynamic growth for me and my company. Flying has paid off for me in every aspect of my life and it keeps me forever challenged. I experience the ultimate satisfaction from my ability to make my aircraft talk to me!”*

**Among Fortune magazine’s “World’s Most Admired Companies,”  
95 percent are business aircraft users.**



## PETER M. HOLT

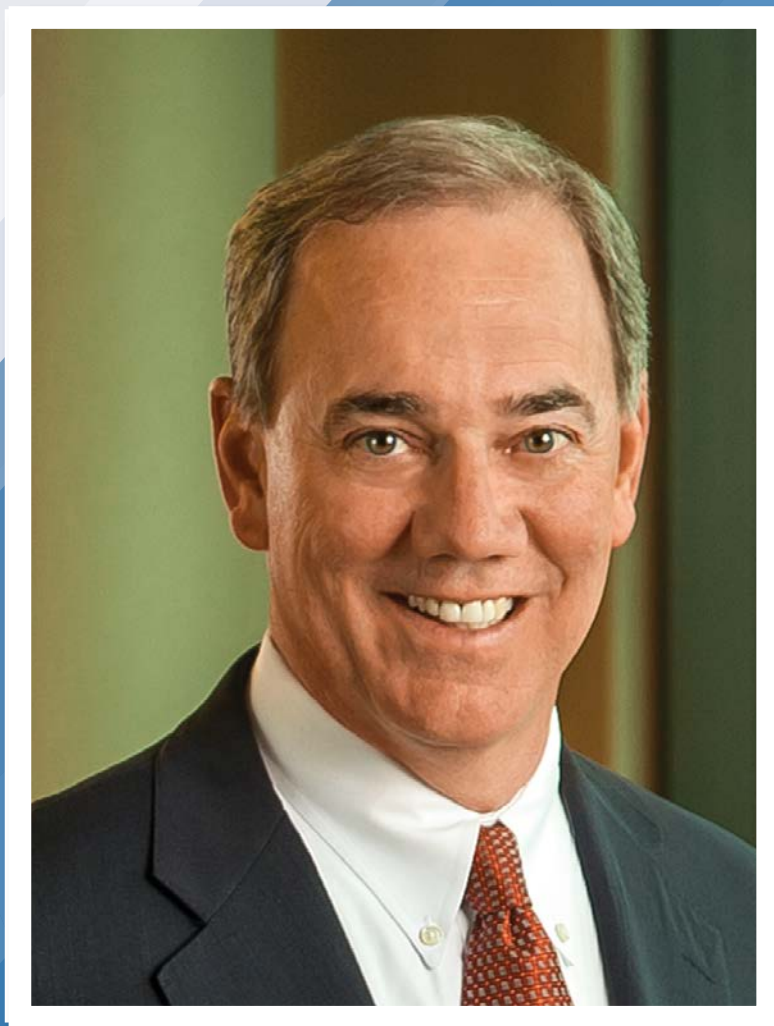
CEO  
HOLT CAT

FACT:

# MAXIMIZE EFFICIENCY

*“Business aviation has been part of our lives for generations. Through the years, we have been fortunate to have the ability to not only save time for our family, but for our employees and customers by utilizing our airplanes efficiently. With business aviation, employees with our Caterpillar dealership can do business in three cities in one day. Our aim is to be part of business aviation in a manner that will be positive to our family and our companies.”*

**Surveys have shown that employees very often use their time on board company aircraft more effectively and productively than when they are on airline flights.**



## **JOE GORDER**

*CEO and President  
Valero Energy Corporation*

FACT:

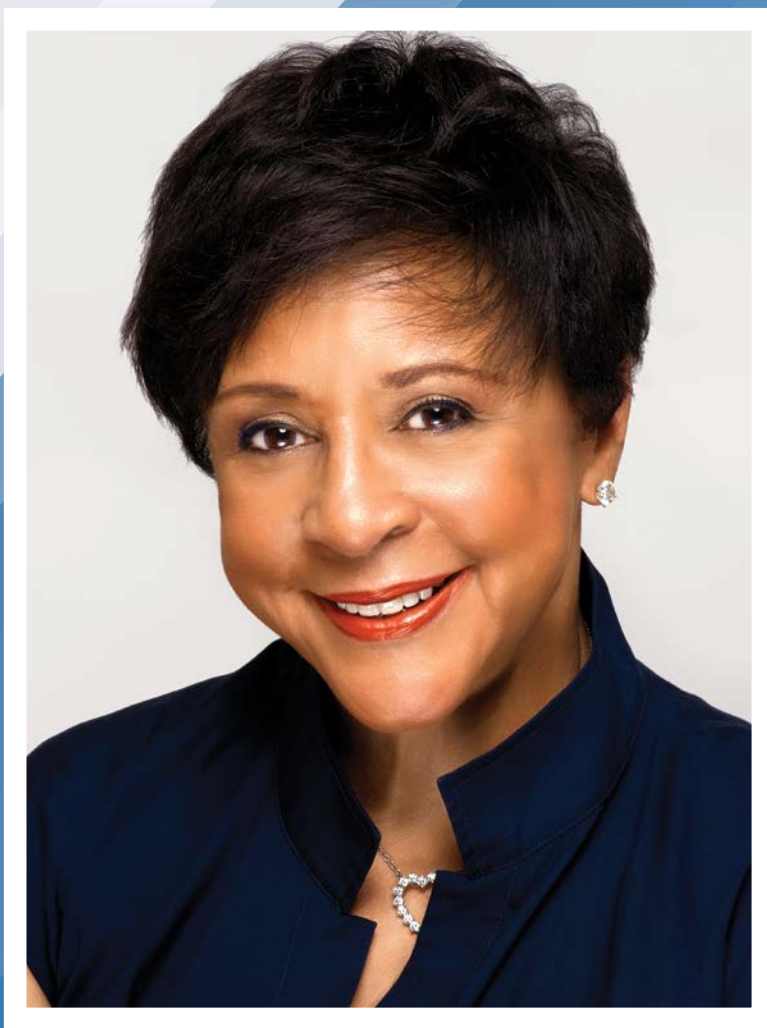


# HELP ALL EMPLOYEES SUCCEED

*“At Valero, the business airplane is a tool for our employees.*

*We send teams of our people where they need to go quickly and efficiently.”*

***Surveys have shown that the majority of the time, mid-level employees are the passengers aboard business aircraft.***



## **SHEILA C. JOHNSON**

CEO  
*Salamander Hotels & Resorts*

FACT:

# OPTIMIZE EFFICIENCY AND FLEXIBILITY

*“Business aviation takes  
Salamander Hotels & Resorts  
to new heights by putting us  
on the ground where we’re  
needed most.”*

*With business aircraft, travel itineraries can be adjusted in real time, optimizing a company’s ability to serve clients and customers and respond to opportunities.*



## **BAHRAM AKRADI**

*Chairman and CEO  
Life Time Fitness*

FACT:

# BE IN THE RIGHT PLACE AT THE RIGHT TIME

*“By allowing me to be in more places in less time, business aviation keeps Life Time Fitness a strong and healthy company.”*

***Studies have shown that average annual revenue growth is higher for companies using business aviation than for companies that do not use business aviation.***



## **THOMAS KLEIN**

*Chairman  
Klein Tools, Inc.*

FACT:

# QUICKLY TURN IDEAS INTO ACTION

*“Operations within Klein  
Tools are made much more  
productive and efficient through  
our use of business aviation.”*

***With business aircraft, employees can quickly make  
travel plans to pursue new ideas and potential markets.***



## **DIERKS BENTLEY**

*Award-Winning Singer/Songwriter*

FACT:



KEEP REACHING  
HIGHER

*“I fly to work,  
and I work to fly.”*

***Business aviation supports many types of entrepreneurs  
and companies, across nearly all industries.***



## **DAVID O'MALEY**

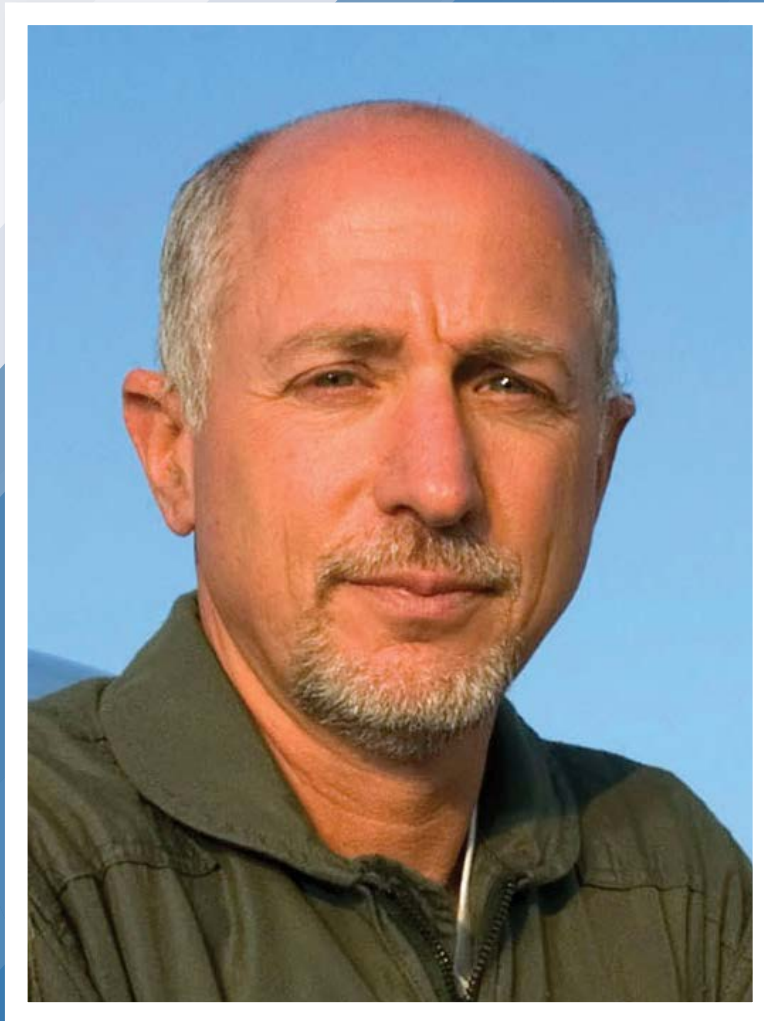
*Chairman Emeritus  
Ohio National Financial Services*

FACT:

# ESTABLISH YOUR COMPANY'S LEADERSHIP POSITION

*“Business aviation has been key to our company’s growth into a recognized industry leader in providing financial products through more than 40,000 distributors nationwide.”*

*Like Ohio National Financial Services, other companies using business aviation are widely recognized as among the best brands and workplaces.*



## **JIM HAGEDORN**

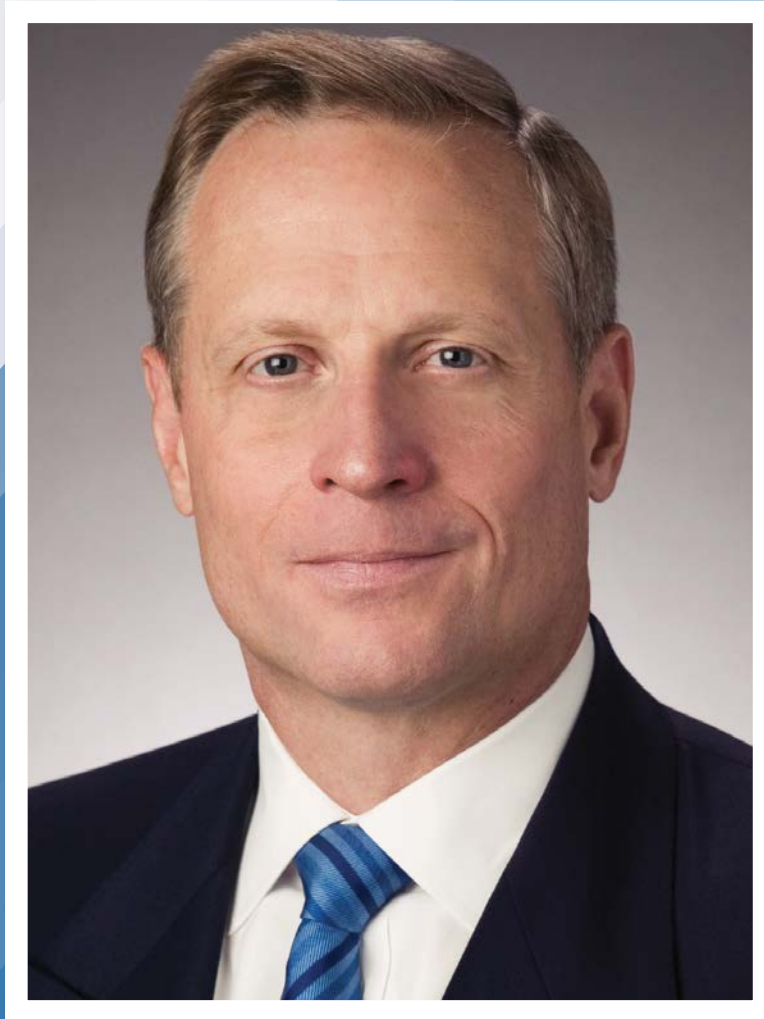
CEO  
*Scotts Miracle-Gro Company*

FACT:

# INCREASE FLEXIBILITY

*“When O.M. Scott founded our company in Marysville, OH, in 1968, he sold his premium seeds to farmers across the rural Midwest. In the decades since the company’s founding, business aviation has given our employees the flexibility they need to reach new markets, explore new opportunities and establish the Scotts Miracle-Gro Company as the most-recognized brand in the lawn and garden industry.”*

***Business aviation helps companies of all sizes, all across the U.S., be more competitive and successful.***



**H. ROSS PEROT, JR.**

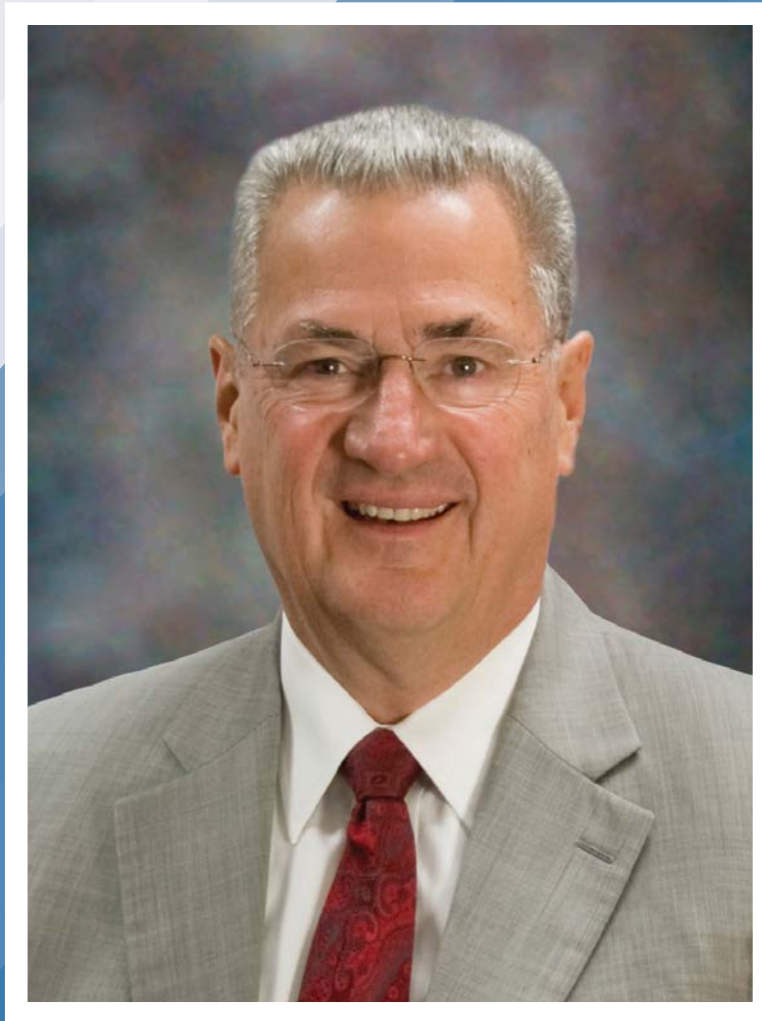
*Perot Investments*

FACT:

# INVEST IN YOUR COMPANY'S FUTURE

*“We use our business aircraft to be more places in less time. It has made us a more effective and efficient company.”*

***With business aviation, companies can travel efficiently to meet with clients, or bring clients to headquarters for important meetings.***



## **DR. ED SCHWEITZER**

*President  
Schweitzer Engineering Laboratories*

FACT:



# ENSURE SUCCESS COMPANYWIDE

*“All over the world, business aviation helps SEL make electric power safer, more reliable and more economical.*

*Our company is 100-percent employee owned, and over 2,000 of our employee-owners have flown on SEL’s company planes.”*

***Surveys have shown that the majority of the time, top company executives are not the people on board business aircraft.***



## **DAVID MACNEIL**

*Founder and CEO  
WeatherTech*

FACT:

# MOVE PARTS AND EQUIPMENT

*“Business aviation has been an essential tool in helping to make WeatherTech a world-class brand. It has allowed me to move sensitive equipment in a timely fashion.”*

***Business aircraft can be used to move parts and equipment that are too big to fit in an airliner’s overhead bin, or too delicate to store in a cargo hold.***



## **ROB HOLLAND**

CEO  
*Flagship Food Group*

FACT:

# EXPAND YOUR MENU OF TRAVEL OPTIONS

*“Business aviation has helped bring our culinary products from New Mexico’s Hatch Valley to the world.”*

***A significant number of companies cite access to remote locations as the primary reason they use business aircraft.***



## **WILLIAM G. CRUTCHFIELD, JR.**

*Founder and CEO  
Crutchfield Electronics*

FACT:

# OPERATE FROM ANYWHERE

*“General aviation enables us to grow Crutchfield Electronics to better serve our customers.”*

***Business airplanes can access five times the number of U.S. airports served by the commercial airlines.***



## **PAUL MARVIN**

*President  
Marvin Windows and Doors*

FACT:



# BRING CUSTOMERS TO YOU

*“A key element of our business plan is to bring thousands of customers to our flagship manufacturing facility in the small town of Warroad, MN, each year. With a rural headquarters just six miles from the Canadian border, our aviation department and aircraft fleet are vital links to our national and international customer base. When customers visit Marvin Windows and Doors for facility tours and experience our attention to detail, craftsmanship, quality, modern processes, and passion to create and educate, they often become loyal advocates before the return flight home.”*

**Business airplanes can be used to bring customers to a company's headquarters for meetings or product demonstrations.**



## **BRIAN MCCOY**

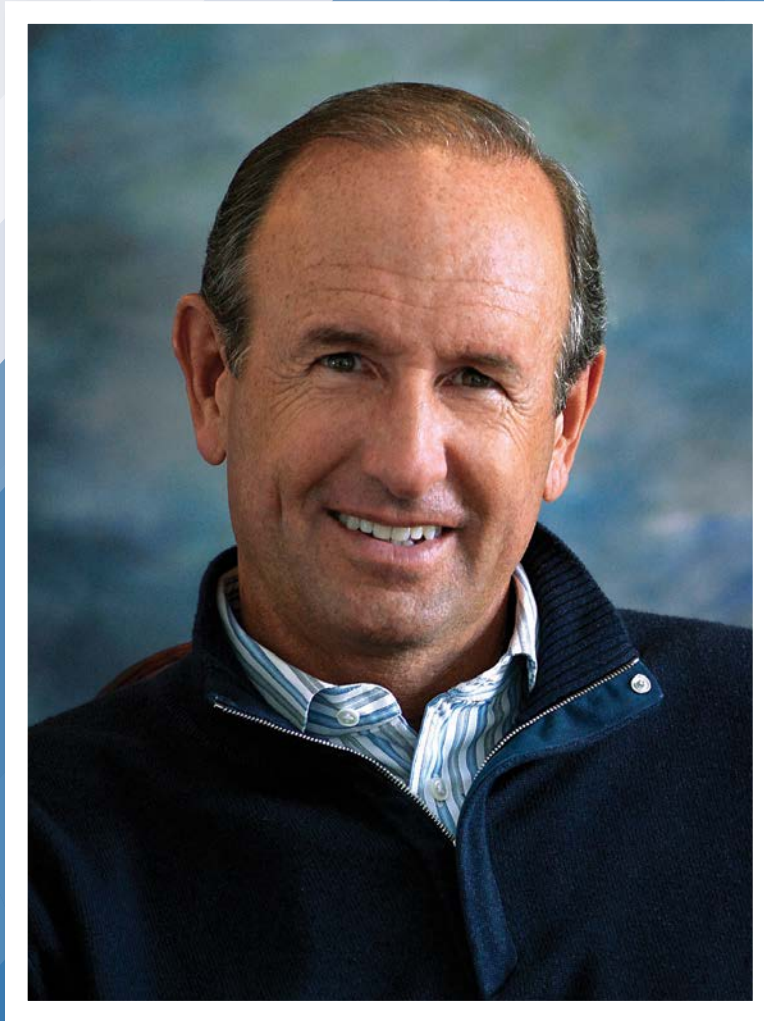
CEO  
*McCoy's Building Supply*

FACT:

# INCREASE MOBILITY

*“With 87 locations in five states, business aviation allows me to be face-to-face with team members and customers.”*

***Business aviation allows a company to strategically deploy employee teams to simultaneously meet competing demands at multiple locations.***



## **DICK DEVOS**

*President  
Windquest Group*

FACT:

# REDUCE TIME ON THE ROAD

*“Business aviation is magic  
when people and time  
count most.”*

*With business aviation, employees can hold meetings  
in different cities one day and be back in the office the next day.*



## **DR. MICHAEL GREGORY**

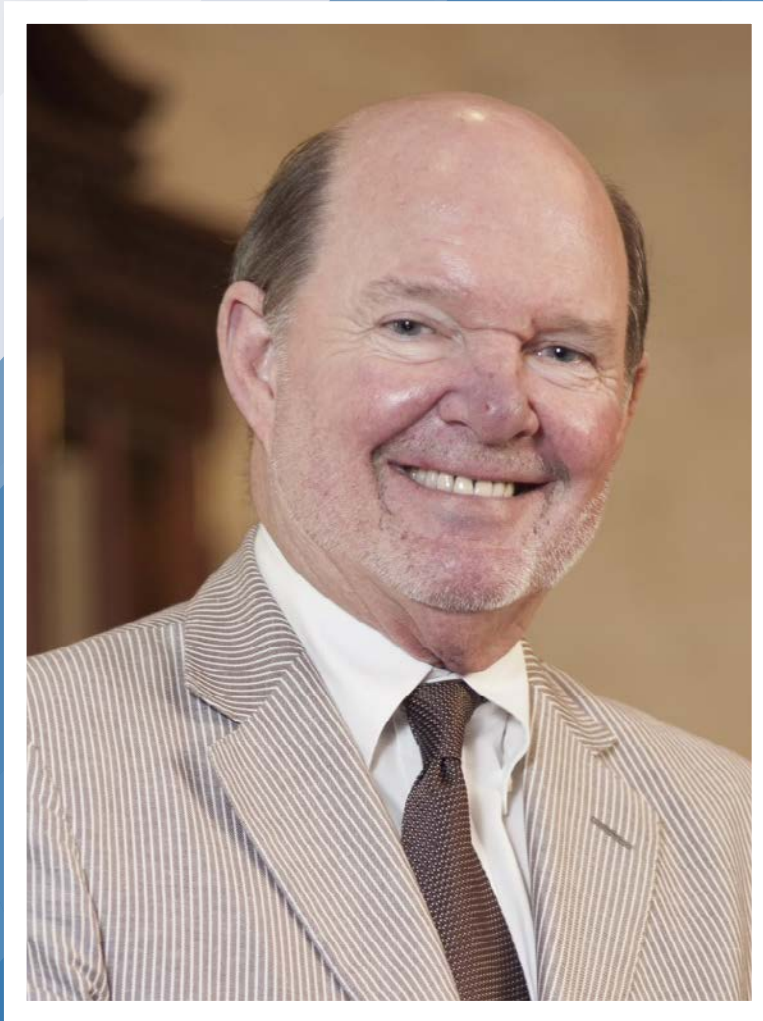
*Chairman  
Apogee Physicians*

FACT:

# ACCESS ANY TOWN, ANYTIME

*“Ours is not just an airplane.  
It is a lifeline to medically  
under-served communities  
that span four time zones.”*

**Business aircraft are able to fly into thousands of airports  
in communities across the U.S.**



## **JOE F. SANDERSON**

*Chairman and CEO  
Sanderson Farms*

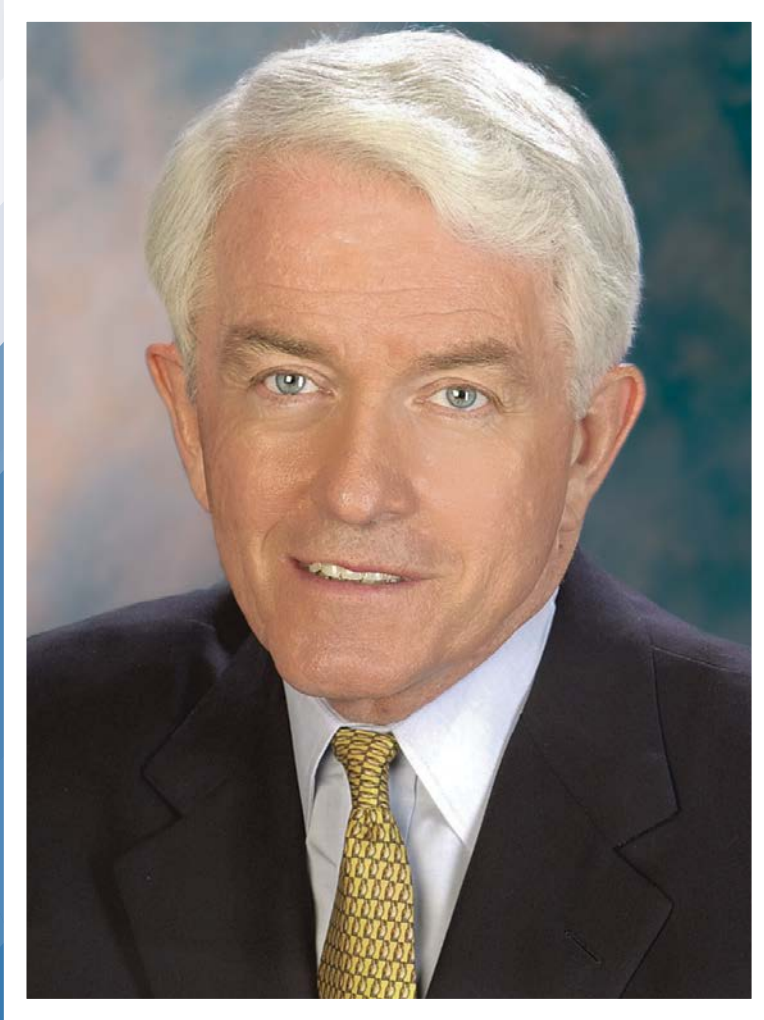
FACT:



# HELP KEY EMPLOYEES REACH KEY LOCATIONS

*“For Sanderson Farms, business aviation provides quick and efficient access to our locations so we can provide the hands-on management our industry demands.”*

***With business aviation, teams of managers can travel from headquarters to distant facilities for on-site decision-making.***



## **THOMAS J. DONOHUE**

*President and CEO  
U.S. Chamber of Commerce*

FACT:

# CONNECT COMPANIES & COMMUNITIES ALIKE

*“Business aviation is an important transportation tool for small, medium and large organizations all across the United States. It helps companies and communities everywhere connect and compete at the speed of business.”*

***The average business aircraft passenger has taken 15 business trips in the past six months that involved travel by air.***



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