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FROM THE TOP

– Bill Thomas, Managing Director/CEO

FIRST Among Bizav's Best in Pro Pilot Survey

It's our 25th Anniversary this year, but you wouldn't know it. We're still fresh and new in our remarkable next-generation south-side facility,

TEB's largest. And we're enjoying growing recognition for it!

Pro Pilot magazine subscribers just voted us among the Top 35 FBOs in the nation, scoring us ahead of three (of four) other TEB facilities. We were also among the nation's three "Most Improved" FBOs this year and among 13 "Best Independent FBOs."

As I told *Aviation International News* recently, all indicators are up since January. We expect fuel, maintenance and aircraft cleaning services to continue growing throughout 2010. Moreover, we're now largely sold out of hangar-side office space. While we have more second floor offices available, we're 85% sold out overall.

We won't rest on our laurels, however. Along with new Manager of Customer Service **Dave Goncalves** and new Customer Service Concierge **Christine West**, you'll see continuing enhancements that justify your votes placing us among business aviation's "Best" and "Most Improved" FBOs.



APSI* comes to FIRST (See Page 3)

Bruce Boillotat of Royal Coachman Worldwide and Heidi Morrison of AIG

AIN Praises Our Security, Privacy by Design

For the second time in two years, influential *Aviation International News* has covered **FIRST** at length for their corporate and business aviation readers. Editor Nigel Moll did the honors himself this year in *AIN's* March edition, noting the "... benefits of operating from a complex designed in and built for the post-9/11 era."

Beyond security, *AIN* highlighted our unique emphasis on privacy. (Other TEB competitors are just yards from city streets and prying eyes.)

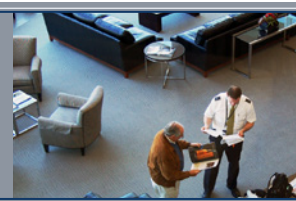
"Location is one of **FIRST's** selling points," *AIN* said, noting that **FIRST** is accessible only through a manned gate on Moonachie Avenue.

"We are well situated," added **FIRST** CEO Bill Thomas, once TEB's operations manager and a former Navy A-7 pilot.

It's also what you don't see inside our terminal that makes **FIRST** more private and restful. "The architects... used Disney guidelines...so workers move around behind the scenes and not through the terminal," said *AIN*.

Along with last year's full-page treatment in *AIN's* annual FBO survey, we appreciate the continuing recognition that **FIRST** is something special—by design.

Have you noticed the new upgrades in our lobby? Just more top-notch amenities for our first-class travelers. And there's more to come!



***FIRST* Continues to Build on Customer Service**

Meet Dave Goncalves, New Manager of Customer Service

WHAT TURNS AN AIR TRAFFIC CONTROLLER INTO A ZEALOT FOR CUSTOMER SERVICE?

Dave Goncalves trained hard to be a controller, completing the college ATC curriculum at Beaver County, PA—one of four such academic programs fostered by the FAA. Beaver County Airport (KBVI), in fact, offers the only live control tower for college training in the FAA program.

So with his associate degree, CTO license, tower operator certification and FAA second class medical, Dave found himself in the tower at HPN (Westchester County Airport, NY). He didn't like it.



Dave Goncalves with CSRs Natalia Carmona (left) and Christine West. This month, Ms. West assumes new duties as **FIRST** Customer Service Concierge.

His previous FBO and air charter work (including a part-time gig with TAG at HPN) led him back to Teterboro. After all, it was a tour of Teterboro Tower at age 16 which prompted his first line service job at nearby Essex County Airport (KCDW).

But the passion for customer service? "I owe it all to Denise Catino, an industry legend now retired. She taught

me everything I know; I see customer service through her eyes.

"You treat people the way they want to be treated. People who fly are high-end people; they don't want the airlines. They pay high-end dollars for high-end service. That's what we have to provide." ➔

New Emphasis on HR Management:

Taking Care of Our People (Who Take Care of You)



BETH S. PENSKY **Our New HR Manager**

She's a spark plug. Motivated. Professional. Employee-oriented. Solidly behind the business. And our first dedicated, full-time human resources manager.

Beth Pensky came to **FIRST** this winter to continue a lifelong career in HR management. Once planning to be a psychologist, she decided to work with employees in the corporate world. The two disciplines intersect, it turns out, and at times quite interestingly.

She was originally one of the first staffers at cable television's CNBC, then in Ft. Lee, New Jersey, under legendary media guru Roger Ailes. She left when Ailes departed to create Fox News, but not before a tense HR exercise handling internal politics as talent moved on to either Fox or MSNBC.

Other career stepping stones have been equally interesting. She handled HR at Grocery Haulers Incorporated in Woodbridge, New Jersey—1,000 Teamsters getting the goods to Pathmark and A+P stores around the metro area. Her last post was at the Taylor sports/entertainment PR firm in the Empire State Building.

Her ten years so far in HR are the product of business administration, HR management and many psychology courses at New Hampshire College where she also indulged her passion for skiing.

A self-described fitness nut, she's also into biking, swimming, ocean kayaking and running. The former high school and college athlete is now training with her Triathlon Club for a first "Tri" in October. "I'm thrilled we have such a beautiful fitness center at **FIRST**," said Beth. "It'll be getting more use in the future."

Our employees, too, will be getting a boost in coming months as Beth practices her trade: talent management, professional and leadership development, and as cheerleader and fixer. "HR is the nuts and bolts of an organization. When people work well together, the organization shines." ➔

NY-AREA INDUSTRY PROS MEET AT *FIRST*



Execs from flight departments and service providers gathered at *FIRST* recently for their initial social and educational get-together of 2010.

Guest speaker Adam Hartley of Universal Weather and Aviation briefed the group on the cap-and-trade European Union Emissions Trading Scheme. Those who operate into, out of or between EU-member states may well be subject to regulations monitoring carbon emissions.

In the true spirit of APSI (Aviation Professionals Sharing Information), there was a lot to digest beyond the catering. The EU-ETS program is effective 1/1/2010 for those who operate 243 flights or more in the EU area over three consecutive four-month periods. Another trigger: total carbon emissions equivalent to burning seven million pounds of Jet-A.

In the multi-national EU, things are further complicated by assignment of your emissions to one member state—logically the country where you operate most. Terms and penalties are expected to vary by state. Another issue: errors are being generated by flight records in the name of your flight planning provider, not your corporation or aircraft owner.

There's a phase-in. The "pre-trading period" is 2010-2011. "Benchmarking years" then run until 2020, offering free allowances (emissions credits) for voluntary participation. Free emissions credits will also be based on an assigned efficiency rating determined by EU fuel use versus payload. Hartley noted that Universal and

others are now putting "CO2 tons per kilometer" data in their flight plans.

Did we say it's complicated? More info is available at www.eu-ets.aero or www.universalweather.com/aviation-emissions/eu-ets/index.html.

After this mental workout, the APSI group was happy to get on with meeting industry colleagues

and exchanging business cards. *FIRST* was happy to host, with catering donated by Executive Cuisine Incorporated and seating arrangements by Exelaire Services Inc. ➡



APSI president Omar Diaz (EmreAir Solutions) flanked by APSI officers Kerry Sailler and Amber Salvatore.



FIRST AVIATION MANAGERS MEET NBAA SCHEDULERS AND DISPATCHERS



First Aviation VP-Business Development Millie Becker and Manager-Line Operations Robert DeStefano greet a customer at the 2010 NBAA Schedulers and Dispatchers Conference.

First Aviation Services was there in San Antonio as the NBAA Schedulers and Dispatchers Conference welcomed 2,282 participants January 27-29. Attendees heard 34 professional development programs including "Information Risk Management in Aviation" and "Demonstrating Value in the Changing World of Business Aviation."

FIRST also attended the NBAA Regional Forum at Van Nuys in February to meet with West Coast operators who fly to the New York area. The next NBAA Regional Forum is slated for June 10, 2010, here at Teterboro. Next year's Schedulers and Dispatchers Conference will be held during February, 2011, in Savannah.

First Aviation Services told flight department staffs at both events about our operational advantages at Teterboro, including 22 acres of no-tow aircraft parking, easy ground access to New York City and 120,000 square feet of hangar space plus offices. ➔

Don't Believe Everything in Your In-Box!

Recently, our day started with an exciting e-mail and pdf of an award from "SBCA," the "Small Business Commerce Association." Some checking, however, suggested our "Best of Business" designation was just

Our Hero!

Were you at Teterboro during the Nor'easter March 13-15? Flooding, 60 m.p.h. winds and extensive power failures prompted a declaration of emergency in New Jersey. Commercial power to Teterboro Tower and FBOs was out for days.

Not a problem for **FIRST**, however. As *Aviation International News* reported, "First Aviation Services... remained fully operational...."

We're proud of our ultra-modern facilities protecting customer safety, security and on-time operations—everything from our on-site fuel farm and heated hangar door tracks to our "Nor'easter-proof" dual redundant electrical power.



One of our two Detroit Diesel back-up power units

a scheme to sell plaques and trophies. Disappointed past "awardees" (and the Better Business Bureau) say this is only a sales ploy. Clever, eh?

We ARE gaining market share fast here at TEB. Business and VIP flyers are getting the word there's something better at Teterboro. This year's *Pro Pilot* vote proves it. But an undocumented "Best of Business" award? We should have known.

