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FROM THE TOP

– Bill Thomas, Managing Director/CEO

This June's NBAA Regional Forum reminded us that Teterboro is the capital of business aviation and New York-area bizav is nationally important. A turnout of 1900 and top exhibitors/manufacturers reinforced the power of this community in the business aviation world.

It also reminds us we must serve and protect that important work and the people who do it. First Aviation Services is continually upgrading its customer service product, as you'll see in this newsletter. Our facilities are second to none, as is our commitment to top-notch customer service.

While we're proud of our state-of-the art facility (thank you, *Business Jet Traveler*), our people and their interaction with our customers are the secret to building on our success over the years.

This occurred to us again as we started on our new Web site. We have people who have been here for years, decades really, either at *FIRST* or here at Teterboro. And they are happy and motivated to make *FIRST* the best it has ever been.

Meet a few of these employees in this issue. You'll be encouraged (as I am) that in meeting your needs, protecting your property and privacy, and generally helping you do the important work of business aviation: *FIRST* is focused and ready!

BUSINESS JET TRAVELER Spotlights FIRST for FBO Customer Security

The June-July issue of *Business Jet Traveler* highlighted *FIRST* in its "progress report" on bizav security and privacy issues.

BJT said "First Aviation Services... has the advantage of having built its new FBO in a location where security is naturally enhanced," referring to our 24-acre site well off public streets and behind fenced, wooded airport property.

The article cited the unique doubled-gated security tunnel through our terminal building, which itself serves as a massive physical barrier between landside and aircraft ramp. Contractor and catering trucks deliver to inside storage, not to the ramp.

This is just one of our many features for customer privacy and security. Why *FIRST*? Ours is one of few FBOs in business aviation designed and built after 9/11.

FIRST's large portico provides excellent security for our customers.



Christine West – Customer Concierge

She's been with FIRST only one year, but she's risen fast in our effort to give you top-notch customer service. She's Christine West, our new concierge.

A veteran of the fashion industry (Andrea Jovine, Trish McEvoy), Christine also worked in corporate travel and meeting planning for Polo Ralph Lauren. She still does a little work as a make-up artist, keeping up skills earned in her major in fashion marketing at Berkeley College.



What's more apropos in her new job: Christine is outgoing and loves talking to and learning about people. She mixes easily with the passengers and flight crews who pass through **FIRST** everyday.

"Going the extra mile to help someone... that makes me feel good about myself," says Christine.

She's relatively new to the industry, so every day is "a learning experience." But she has noticed attitudes changing as **FIRST** boosts customer service. She appreciates the positive feedback we're getting these days.

"Feedback is important; we learn a lot," Christine notes. "We learn what people didn't like about the old **FIRST**. We learn what they want. That makes **FIRST** a better experience in the future, when people come back."

Her job will build relationships with customers new and old. "This is good for me. I need to be out and about. Behind a desk is not my place. I'm a good schmoozer!"

She also realizes the importance of giving our customers their privacy. "If the best experience for a customer is enjoying some private space, I respect that."

Christine will be the liaison between Line Service and Customer Service for pilots and passengers. You may find her greeting inbound flights on the ramp or welcoming passengers to the lobby.

In her rapid rise from CSR to Lead Agent to Concierge, she exemplifies the pace of change here at **FIRST**, where we're dedicated to giving you *our best*. ➔

Customer Service Training Evokes Ritz-Carlton, Disney!

Training guru Walter Chartrand was here recently to challenge our people to superior customer service. Walt complimented our progress to date based on what customers are saying about **FIRST** these days.

AirBP's new training curriculum draws on world-class practitioners like Ritz-Carlton hotels and Disney theme parks. And that's not our only connection with the genius of Disney. Did you know that Disney-like design was used to create "the new **FIRST**?"

Our architect incorporated a Disney touch into our terminal to keep staff and support work behind the scenes. The "back story" goes that Walt Disney once visited his original 1955 Disneyland only to find guests watching garbage being collected on "Main Street USA." The upshot? Florida's Disney World is built "one floor up." Employees and vehicles move under



Some of our early summer training class at **FIRST**.

the new Magic Kingdom to reach work assignments, transport materials or take breaks—all out of sight.

Our complex is like that, too, with **FIRST's** offices, ramp ready room and catering/delivery functions hidden from passenger and crew areas. **FIRST** people are not usually visible unless they are directly serving (or standing by to serve) our guests. Our lobby is your space.

WORKING WITH INSIGHTS FROM OUR 25 YEARS IN THE BUSINESS, GADDIS/WIND ASSOCIATES DESIGNED OUR NEW TERMINAL/HANGAR COMPLEX TO MAXIMIZE FBO EFFICIENCY, COMFORT, PRIVACY AND SECURITY FOR OUR CORPORATE AND VIP TRAVELERS.

STAFF PROFILES

FRANCISCO MARTINEZ – *Not Just Your Driver*

Francisco's been with us since 2003. Is he just the welcoming guy who drives the courtesy van? As usual, there's more going on than meets the eye.



FIRST combines transportation with our security functions to both move and protect our guests. Our staff checks-in passengers, logs tail numbers and, when needed, reviews crew and passenger IDs for those who are not "regulars."

Is this fluff? Not when you learn where Francisco was trained. He came to us from Bo Dietl and Associates (run by the famed law enforcement and security expert). Having obtained his security certifications there, Francisco previously watched over the Woolworth Building in New York City.

His pride is in "Being Dependable. Being Responsible." He arrives at work an hour ahead of shift following his regular 10:00 a.m. workout at "24 Hour Fitness." (He likes the second shift so he can get his daughters off to school each morning.)

He is always thrilled that regular customers recognize him and ask about his family.

"Our customers are most important people. I feel good about serving them. It's very special to me, particularly because they acknowledge us and the service we provide."

Francisco is working towards an Associate degree in paralegal and applied science, hoping someday to serve his Dominican community in Washington Heights. But right now, raising two daughters with wife Maria Garcia (his high school sweetheart) keeps him busy. When not working or being "Mr. Mom" in the morning, he's a big reader.

His bottom line? "I'm very proud of what I do." And it's more than just driving a van. ➡

Mechanic Bryan Susen Lives by His Motto

Bryan Susen is like all our maintenance guys: well-trained and up on his game.

He's just back from Falcon school, training for avionics-heavy new jets and fly-by-wire control systems. Since starting with **FIRST** in 1998, he's trained regularly in Wichita following his 1994 A+P licensing at Teterboro School of Aeronautics.

His Dad is a diesel mechanic. When the family moved to Savannah for a new job, Bryan found an entry-level position at the Gulfstream factory and its Gulfstream Service Center. He loved that Southern "laid back" style. Perhaps living on Hilton Head Island enhanced the experience! (He's a fisherman, an ATV (all-terrain vehicle) enthusiast and an all 'round adaptable guy.)

He likes the changes at **FIRST** these days. While he fondly remembers the old family-owned company, he now "likes what **FIRST** is trying to do." As for returning to the New York area after that Savannah pace, he says, "I take it as it comes."

Sounds like a life philosophy.

As he says right on his tool cart: "It is what it is."



Mechanic Bryan Susen and his philosophy-on-a-toolbox. ➡

A DEDICATED BUNCH



The guys (and gal) of the **FIRST** ramp crew, caught earlier this summer by photographer Joe Colucci.

TETERBORO REGIONAL NBAA FORUM SETS RECORDS

More than 1900 bizav people showed up in June for a day of presentations, 80+ exhibitors, 35 static display aircraft and a buffet luncheon. In a small way, the annual "NBAA Show" came to New York!



Many were all ears as NBAA president Ed Bolen reviewed continuing efforts to restore business aviation's image following the auto manufacturer CEOs' disastrous appearance before Congress in late 2008.

Additional speakers covered topics including future aircraft values on the resale market and communicating your flight department's strategic value to the company. Former NTSB vice-chairman Bob Francis lectured on understanding the U.S. accident

investigation process as part of company emergency response training.

First Aviation Services welcomed the aviation media and others to a special dinner the evening before. Among our guests: *Aviation International News* editor Nigel Moll, *Pro Pilot* publisher Murray Smith and wife Eleni, and Paul Flannery of Time Warner Cable.



FIRST Managing Director/CEO Bill Thomas welcomes our dinner guests before June's NBAA Regional Forum.

FISHING FOR A WINNER

A little informal, perhaps, but here was our drawing for *FIRST's* annual employee fishing trip off the N.J. coast. Our Craig Folli from Materials Department won a day aboard the charter boat *Seahawk* in June as *FIRST* workers chipped in for "A Day on the Bay."



Thanks, Captain Pfieffer of NetJets, for doing the honors.



FIRST staffers with an interesting catch aboard our annual staff outing.

Dramatic New Website in the Works



Now that we've been introduced, it's time for a tighter, more straightforward Website to help those planning a New York stop or TEB basing option.

Take a look at www.firstaviationTEB.com and let us know what you think.