



**Welcome** to the second edition of BIZAV News!

Well, like all in-house newsletters our plans for making this a regular thing sort of fell by the wayside to other time demands. Consider us no better nor worse than the proverbial shoe maker's children when it comes to self-promotion.

At any rate here we are in our second edition and my how things have changed since the last time we put this out! The aviation world is certainly under a cloud that signals change for the immediate and short-term. More on that in my personal column. We still have lots of good things to talk about though! As for the bad stuff - this too will pass. In the interim, there are a lot of opportunities for those so inclined to accept the challenge.

Internally you will notice that we have changed our name and look. When I first incorporated the old company in 2000, the focus of our work was by and large marketing and communications services. Over the years, with our diversification and the number of associates we have included in the team, we have grown to offer so much more. So it seemed only right we change up our image and name to be more reflecting of what we do. We are now the Aviation Advantage Incorporated - or AvAd Inc.

This new firm will still provide the services needed by our clients on a contract or supplemental basis. This allows them to obtain the expertise and input they want, without the need to incur the overhead of bringing on a full-time resource. We also offer many more talents and intellectual property than any one individual will bring to a company alone. That is our advantage!

Our goal for clients - to help them develop their business and resources into a profitable and successful aviation focused business. To make that happen we help them find their advantage. The "business" of aviation is what we all do!

Rob Seaman - AvAd Inc.

## Comment

From Rob Seaman



In my last column here I started with the observation that depending upon who you talk to, the corporate aviation world was either very rosy or on the brink of crumbling apart. Where you lived in the world at that time seemed to be the differentiating factor. Well, time does change everything and our industry is probably the one that is more time and change oriented than most others.

Overall the numbers have shown that up to the early fall, fuel sales at the major FBOs is down in the order of 30% across that board. That is attributed to ridiculous soaring rates in fuel charges over the summer.

Not only were fuel sales down, so too has been charter activity. Depending upon who you spoke to and how honest they are, that too has been on the decline and was basically reported to be off by roughly 20% over the summer. So we could all see that change was happening.

Then the fall global economic crisis hit and everyone sat waiting for the bad news. Every day it seemed to get worse. Even though we saw fuel prices start edging down - all be it not nearly as fast as they went up - folks continued to fly less for the most part. Add to that the uncontrolled and rather one-sided reporting by the general media about the big three auto makers and their use of "private jets" (lord I thought we had put that old image to rest a while back), and things for corporate aviation just got a lot worse fast. Some even offered that this might be a modern day apocalypse from which recovery would be long and perhaps never ending. Who knows? Certainly my crystal ball is not that good right now. Only time will tell.

But let's take a less pessimistic view. As an industry, we have been screaming along at 600 miles an hour with our tail feathers on fire for a nice, extended period of time. I think it fair to say that a lot of folks held the hope that this was to be the norm from now on. One thing I have learned about the norm, it too changes just when you least expect it. The bottom line as I and others see it today is that the changes we are seeing now is a correction that was due sooner or later. It is perhaps a bit harsher than expected, but it is still something that was not a surprise to many.

Look at the numbers for a moment. Back in the early part of this decade, new aircraft deliveries numbered 600 or so, on average per year. This year that number should come in around 1,700. But then it is expected to reduce to annual average of around 1200 or slightly less over the next three to four years. That is still a lot more than we saw just five or six years ago! So there will be some staffing adjustments to be sure. But with so much more production than before, the industry as a whole is larger and obviously more successful than it was. We are simply going through an adjustment or correction to something more normal for the day.  
*Continues next page.*



Available from



Published by



Main Office 166 Bowerman Blvd., Alliston, Ontario L9R 1N9 CANADA  
Tel: (705) 250-0473 Email: [info@bizav.ca](mailto:info@bizav.ca) Web: [www.bizav.ca](http://www.bizav.ca)

Field Office c/o Shell Aerocenter, Toronto Pearson Int'l Airport,  
2450 Derry Road, Mississauga, Ontario L5S 1B2

## Comment *Continued from previous page.*

The same might be said at the FBOs. When I was visiting the ones at YYZ the other day, granted there were less aircraft on the go however the overall pace seemed more correct and professional. Service was being provided to all on an equal and effective basis. No rushing, nobody being left out because it was too busy. This was probably more akin to what it used to be. Add to that, the staff are not as stressed and the employment needs have leveled off (not so long ago you could not get good staff to meet the demand). So I would suggest that things have settled to a more reasonable rate. Once again though, folks have been busy for so long they seem to have forgotten that.

Back in my retail/student days, the boss we had then always used to pace the floor of the shop on the slow days and tell us to make like we were in the Navy. "If you ain't shootin at someone, you should be painting the ship" he would say. So perhaps we now have the time to get our house in order, refocus on how business should best be done and throw some paint on the place - before the next busy period hits.

At least that is how I see it. RS



**AvAd Inc**  
The Aviation Advantage Inc.

**Helping you achieve . . .**  
**the Corporate Aviation Advantage!**

Training, Business Development, Facilities Design, Project Oversight, Management, Marketing and PR, Emergency and Contingency Planning and Response, Operations and Safety Manuals, Aircraft Sales and Owner Representation.

Office Telephone: (705) 250-0473  
Mobile: (416) 806-2966  
Email: [info@bizav.ca](mailto:info@bizav.ca)  
Website: [www.bizav.ca](http://www.bizav.ca)

## We Can Help Make You Recession Resistant!

Greg Marlo is one of the marketing and business development associates working with AvAd Inc. Greg and Rob Seaman have an extensive background in the marketing field - that being where they both got their start in business. Their experience could be the boost your company needs to keep a competitive edge during tough market conditions. Together, they offer a broad range of marketing, communications, special events, sales and business development services tailored to your specific needs and requirements.

Nobody knows your business better than you however, you might need an outside review of how your business works. Here is a list of the MarCom solutions we offer:

### Business Development:

- Alternative sales and distribution channels
- OEM relationships
- Alliances
- Collaboration and partnering
- Business Plans
- Pricing Models
- Environmental green program implementation

### Sales:

- Direct Sales
- Key account management
- Sales force management
- Forecasting
- Customer service staff training

### Marketing:

- Research on market sectors
- Independent questionnaires for perception of company in marketplace
- Competitive analysis
- Specific market sector analysis
- Trade show coordination

### Marketing and Communication coordination:

- Media releases
- Web and e-media development and management
- Literature, data sheets, case studies
- Advertising
- Promotional items

To discuss your current needs from launching a new platform, to filling your pipeline or developing a business plan, please call Greg directly at (416) 907-9046. He will be happy to discuss how we might bring our advantages to you!



*Is pleased to present . . .*

**1991 Socata TBM 700A**  
**Serial Number SN 19**  
Asking: \$1.65 (\$US)  
3,197 Hours Total Time  
1,852 Total Landings



Simcoe Regional Airport 224 Line 7 North, R.R. #2 Oro Station,  
Ontario, CANADA, L0L 2E0 Tel: (705) 487-6222  
Email: [info@transglobalaviation.net](mailto:info@transglobalaviation.net) Web: [www.transglobalaviation.net](http://www.transglobalaviation.net)

## Aircraft for Sale

Presented by



### 2007 Global 5000 LE

**Serial Number:** 9233  
**Registration:** C-GGLO  
**Price:** MAKE OFFER

#### AIRFRAME:

345 Hours Total Time  
 154 Landings



### 2007 Challenger 850 ER

**Serial Number:** 8057  
**Price:** Asking \$36 million (\$US).

#### AIRFRAME:

300 Hours Total Time  
 190 Landings



### 1981 Falcon 50

**Serial Number:** 0048  
**Registration:** C-FBVF  
**Price:** Make Offer

#### AIRFRAME:

12,090 Hours Total Time  
 9,588 Landings



### 1984 Citation III

**Serial Number:** 0065  
**Registration:** C-FIMO  
**Price:** Make Offer

#### AIRFRAME:

6011 Hours Total Time  
 4000 Landings



For further information contact:

George Rependa (905) 794-0965 or (416) 564-1600  
 and  
 Rob Seaman (705) 250-0473 or (416) 806-2966

## Notables

### Looking for Rick Pollock?

A new aviation sales and leasing specialty firm has come to reality in Calgary.



Pollock Aviation Inc. is focused in the turboprop powered corporate, commuter and regional type aircraft markets. Headed up by Richard (Rick) Pollock - a well recognized and respected specialist in this area - the company will concentrate primarily on the PT6 and PW120 powered family of aircraft.



From their main office at the Calgary International Airport (CYYC), the firm is going to provide sourcing, acquisition, sales and delivery support services to a variety of clients from the international aviation community.

Rick may be reached by phone at (403) 769-9339 or by email at [rick@pollockaviation.com](mailto:rick@pollockaviation.com).



### A New Course in Aviation Training

Canadian based (Alliston, ON, Canada) flight training firm, FlightPath International, has a different method of providing required and mandatory commercial training in these

tough economic times. Their concept offers clients opportunities to realize cost savings that are paramount to today's commuter and regional airline operators. The firm has built a program for training by providing service under an "in-house" model with an international network of simulators in regionally convenient locations. This reduces spending and offers an alternative to the traditional concept.

The company supports an expanding variety of aircraft that currently includes the Bombardier Dash-8 Series, Bombardier CRJ series, DeHavilland Dash-7 and Twin Otter aircraft. A full range of General Operation Subjects are available including CRM, CFIT, and Automation Management. Additionally, FlightPath offers full-service programs in support of airline operations to include pilot training, maintenance training, ferry support, line indoctrination training and flight attendant qualification training.

Instructors are dispatched internationally, delivering classroom presentations. The firm currently serves in excess of 50 operators worldwide, in over 15 countries outside of North America. FlightPath reports that airlines are realizing significant training cost savings through the use of their service and locations. Their on-site program fully complies with the Aircraft Manufacturer requirements.

Contact FlightPath at (705) 434-0058 or [info@flightpathinternational.com](mailto:info@flightpathinternational.com).