

AVFUEL

F I V E B Y F I V E

our aviation news loud and clear • Volume V 2011





The aviation market has undergone massive changes in recent years, introducing fresh challenges to pilots and flight departments that have little to do with what they truly love doing - flying the aircraft. Never before have aviators been so inundated with choices for where (and from whom) to purchase fuel or find services like maintenance, flight planning or equipment. Finding the best prices and quality can be overwhelming – if not nearly impossible. That’s where Avfuel comes in.

A steadily growing presence

Against the industry’s rotation of competing providers, - some brand new, some under frequently changing ownership - Avfuel serves as a constant presence – a force our customers rely on and a resource on which they can fall back. Indeed, for 40 years Avfuel has expanded to better serve you. *It’s what we love to do - get you aloft and focused on flying – while saving time and money everywhere you go.*

At this year’s European Business Aviation Conference and Exhibition (EBACE 2011), Avfuel staff met with hundreds of international flight departments with the goal of showcasing our reach and capabilities into every corner of the world. We continue to expand our international network so that we can anticipate and meet your needs wherever you fly – whether it’s within one US state or the world.

We work for you

Meeting your aviation needs is not only about providing fuel and services; but about ensuring that you have the support you need to get wherever you need to go. In this newsletter you will read more about our flight planning and trip-support company Avplan; about process advancements that help you do business quickly and accurately; about technologies designed to help you locate competitively priced fuel and valuable AVTRIP points; about how to save money and increase safety with your aviation insurance – and more.

Of course, none of this would be possible or necessary if general and business aviation were not a beneficial force to companies, individuals, governments and cultures everywhere – sometimes in not-so-obvious ways. The following pages include the latest installment of our “General Aviation Works for America” series, in which we highlight an aviation company using general aviation to make a difference. I hope you enjoy reading it as much as I did.

In addition, read on to find out how you can earn **1 million** AVTRIP points when you use Avplan to plan a trip – no, I assure you that is not a typo!

Putting the “fun” in fuel – and flying

Avfuel works hard to make flying easier, more cost-effective, and FUN. As a company founded for pilots, by pilots, we love what we do - supporting aviators.

Happy reading - and flying,

Craig Sincock
President and CEO



NBAA

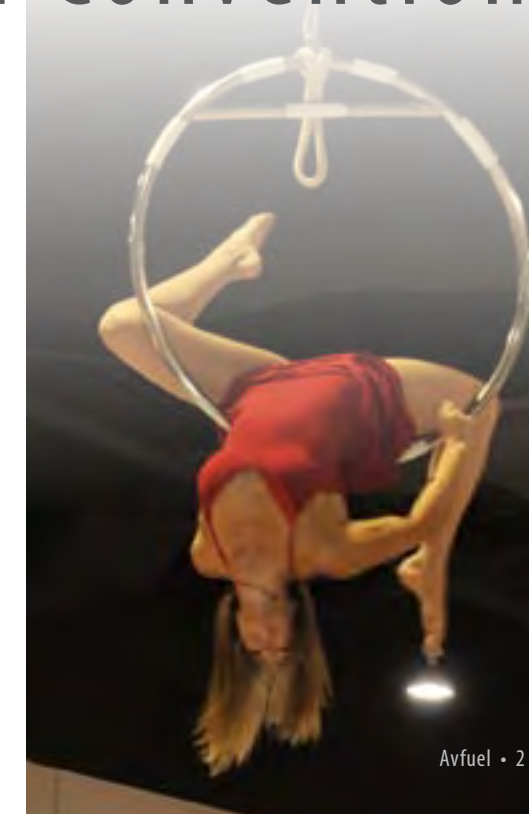
Annual

Meeting and Convention

Las Vegas, NV October 10-12, 2011

We love meeting pilots and flight departments – and there’s no better place to connect than the NBAA Annual Meeting and Convention. Avfuel will be in the center of the action on the exhibit floor, educating the business aviation world about what we do and – most importantly – why we do it.

What happens in Vegas doesn’t necessarily have to stay in Vegas - not when it involves making important aviation industry decisions! Stop by booth #5121 and say hello.



HOW CAN I EARN MORE AVTRIP POINTS?

Let me count the ways...



Schedule an international trip with Avplan and be entered to win **1 million points** – plus, receive points for scheduling your first trip with Avplan, referring new customers, and more. avplantripsupport.com/millionpoints



Follow **@Avfuel** on Twitter – not only will you find links to coupons and bonus point opportunities, every month one random follower is randomly selected to receive **2,500 AVTRIP** points. twitter.com/avfuel



International flyers: fill out the Avplan trip support survey for a cool **200 AVTRIP** points. avplantripsupport.com/survey/survey.aspx



Visit the AVTRIP rewards locator on the Avfuel website and search for FBOs currently offering bonus points and coupons – extra points are available all around the globe.



Visit www.avfuel.com/avtrip to take our **2011 Pilot Survey** and earn **500 bonus points** upon completion!



Stop by the Avfuel booth at conventions and trade shows for bonus points and amazing giveaways. **NBAA Booth #N5121**

POST 4 POINTS! Post a picture on our wall of yourself, your plane, or something aviation-related at an Avfuel-branded dealer (Try to get the sign!) and describe where you are. We'll give you **250 points!** facebook.com/avfuel



Play **Avtrivia** on the AVTRIP section of our website and earn points for showing off your Av-knowledge. avfuel.com



AVPLAN TRIP SUPPORT TRAVELS WITH YOU!

A lot goes into planning an international trip. While you could probably fly across the United States with your eyes closed (figure of speech – please don't attempt!), flying internationally involves not only dealing with elements such as weather and fuel; but also those unfamiliar and variable regulations for every country you fly in to - or over.

The Avplan motto, "Professional insight, every flight," says it all. A team of experts is available 24 hours a day, seven days a week, 365 days a year to assist you in setting up your trip from start to finish. From takeoff to landing, Avplan will make sure permits are secured and services are arranged. We'll track your trip from start to finish and make sure you are supported, even when in unfamiliar territory.

That's where Avplan – Avfuel's in-house trip-support company – comes in.

Let Avplan's combination of state-of-the-art technology and experienced, hands-on professionals assist you with planning your next trip. Whether you need a comprehensive package or a la carte assistance, we can customize services to meet your needs. Contact Avplan at 877.359.4723 today.

Avplan Trip Support

FLIGHT PLANNING:

- Flight following
- Communications
- Government agency relations
- NOTAMS
- Permits
- Arrival and departure slots
- Computerized flight planning
- Weather services
- Visas

GROUND HANDLING SERVICES:

- Maintenance arrangements
- Hotel accommodations
- Ground transportation
- Complete catering
- Security services
- Cabin cleaning
- Pax handling
- Hangaring
- Deicing



How can ONE trip earn 1 MILLION AVTRIP points? Plan with Avplan.



What could be better than the assurance that your fuel, permits, ground handling arrangements and more have been effortlessly arranged and supported, you ask?

We've got the answer: use Avplan to plan a trip and get automatically entered to win **1 million AVTRIP points**.

That's right - use Avplan to create an international flight plan before September 30, 2011 and the pilot, co-pilot and dispatcher will all be entered to win 1 million AVTRIP points. It's as simple as that.



Never used Avplan before? You're in luck – in addition to being entered to win the million points, the pilot, co-pilot and dispatcher will each automatically receive 20,000 bonus AVTRIP points right off the bat for planning their first trip with us. Earn additional points for each trip planned with Avplan thereafter. Points are also available for current customers who refer new customers to Avplan. Your AVTRIP point-earning opportunities are truly limitless – much like your flight planning options with Avplan.

Visit www.avplantripsupport.com/millionpoints for more details.

Avplan + AVTRIP = Limitless options. Endless rewards.

2011 AirVenture EAA

Sunny skies and smiling faces greeted guests of this year's EAA AirVenture as they stepped off their airplanes to tour through and take part in the world's largest non-profit air show. A few of those smiling faces belonged to none other than Avfuel staff (who else?) who headed for Oshkosh, Wisconsin simply to provide hospitality at the AVCLUB at the Jack Mark Hangar.

Renovated by Avfuel in 2008, the AVCLUB has accommodated a veritable airstream of aviation stars and special guests. In just three years we have met

luminaries like Harrison Ford, Sean D. Tucker, Patty Wagstaff and many more. The Avfuel team provides these and other special guests and supporters of the EAA with a comfortable hub for pre and post flight relaxation, ground transportation, refreshments and more.

Avfuel staff were also on the flight line at the air show itself, handing out fun – and necessary – items such as sunscreen, hats, earplugs and more. With attendance up from 2010 (when a rain-soaked beginning to the event dampened – pun intended! – the crowd) and over 10,000 aircraft on the grounds, the team had their hands full mingling

with pilots and aviation enthusiasts. The crowd of over 541,000 people included international visitors from approximately 70 nations, truly capturing the global spirit of aviation.

"The energy at AirVenture is contagious," said Avfuel Director of Marketing Marci Ammerman. "There's nothing better than being in the midst of thousands of aviation enthusiasts sharing the same passion that we have at Avfuel. As a company founded by pilots, Avfuel is proud to be involved in and supporting this important EAA event."

See you at AVCLUB in 2012!

"We're not sure who is having more fun at the AVCLUB -- the Avfuel staff or the guests!"

- Marci Ammerman



Flying is serious business... **FUN**
BUT IT'S ALSO



Meet Avgirl - inspired by World War II-era nose art, she represents both the classic and the fun sides of aviation.

During the war, servicemen – often just boys – struggled to retain a light-hearted demeanor despite the seriousness of the enemy they faced. Airplane nose art was a way to evoke memories of home as well as to express individuality. Although cartoon characters and lucky symbols (such as dice) were common motifs, pin-up style girls were among the most popular airplane decorations.

Avgirl is here to remind you that Avfuel is available when you need us, providing fuel, services and aviation solutions. She's also here to remind you that aviation is supposed to be fun...and to make it even more fun, we want to give you a limited edition Avgirl t-shirt!

The first 100 people to email marketingdept@avfuel.com with the subject line "Avgirl sent me here" will receive shirts. Please include your name, shipping address, and t-shirt size.



Make a fashion statement—
get your Avgirl t-shirt today!

Guarding wings on the ground and in the sky

AVSURANCE

Aviation is a unique – and sometimes complicated – industry. That's why Avsurance, a subsidiary of Avfuel Corporation, focuses exclusively on aviation. With this laser-focus, Avsurance is capable of providing our customers with a full range of aviation insurance products to reduce exposure, protect assets and save money.

Have Avsurance evaluate your current aviation insurance **to ensure your aircraft is completely covered** and that you are getting the best rates. Call **800-472-7090** and talk to our team of aviation professionals today.

Coverage includes:

- Aviation general liability insurance
- Hangarkeepers insurance
- Heliport insurance
- Helicopter insurance
- Hull and liability insurance
- Heavy lift insurance
- Part 135 insurance
- Scheduled carrier insurance
- Freight insurance
- Crew car insurance
- Mobile equipment insurance
- Products & completed operation insurance
- Premises insurance
- Airport insurance
- Airport property insurance
- Workers compensation
- Air ambulance insurance
- Pipeline patrol insurance
- Part 91 insurance
- Cargo insurance
- Flight school insurance
- Environmental liability insurance
- Commercial auto insurance
- Commercial property insurance
- Aircraft insurance

CONTRACT FUEL

The Avfuel Contract Fuel card unlocks a world of possibilities. This small, plastic card is your gateway to worldwide fuel and savings. Find cost-plus rates and jet fuel at locations around the globe. Multiple ways to purchase fuel, fully-automated systems, and 24-hour personal service are just more doors the Avfuel Contract Fuel card unlocks for you.

Call Avfuel Contract Fuel at **800-466-2778** today.

Lost your Avfuel Contract Fuel card? Never fear – email us at contractfuel@avfuel.com or call the number above to request a new card!



Earn 4 AVTRIP points per gallon (or 6 points on top offs!) with coupon – visit www.avfuel.com to view details and print your coupon. Expires 12/31/11.



AUGUSTA REGIONAL AIRPORT AVIATION SERVICES

Augusta, GA (AGS)

Whether you're a golf enthusiast or a business traveler seeking some southern charm, Augusta Regional Airport Aviation Services meets your needs with quick, convenient and thorough customer and aircraft services. Located just ten minutes from downtown Augusta and 15 minutes from the Augusta National Golf Club, the airport is open to the flying public year-round with available instrument approaches.

Flight departments can be confident bringing passengers into the Augusta Regional Airport: customer service is attentive and flawless every time. Indeed, the FBO staff is dedicated to providing guests with timely, professional, efficient, and courteous service in an environment that is both secure and private. Equipped with a comfortable passenger lounge, conference room and snack bar, AGS maintains a sophisticated aviation atmosphere at a fair price.

Pilots enjoy their own set of amenities, including a private lounge, flight planning, courtesy transportation, a snooze room and showers.

www.ags.skyharbors.com
706-798-3236

Colorado Springs, CO (COS) COLORADO JETCENTER



Colorado jetCenter, located at Colorado Springs Municipal Airport, serves both domestic and international customers with a variety of conveniences including on-site US Customs. Ground services include cabin cleaning and flight crew services, crew cars and rental cars, complimentary WSI weather service and flight planning facilities, separate pilot's lounge, catering, conference center facilities and more. Pilots and passengers enjoy wireless internet service and can rely on discounts on local hotels. The Captain's Club offers pilots a relaxing area equipped with refreshments, media and internet access.

With 50,000 square feet of climate-controlled hangar space, 22 acres of airport holdings and 400,000 square feet of hard ramp surface, Colorado jetCenter can handle aircraft of all sizes and types. Colorado jetCenter is a member of the Rocky Mountain jetCenter Network that includes APA, FNL and SLC.

www.jetcenters.com/colorado-springs
877-853-7523

Located in Dubuque, IA, Dubuque Jet Center offers travelers seeking convenience everything they desire. The central location, uncongested air space, and two runways (6498 ft. and 6325 ft.) make for easy ins and outs, along with the fastest quick turn in the Midwest. Close proximity to the city of Dubuque ensures that business travelers have access to state-of-the-art convention and meeting facilities while recreational travelers enjoy hiking and biking trails, museums, an aquarium and casinos all nestled near the banks of the scenic Mississippi River.

Dubuque Jet Center's experienced staff and modern equipment allow for a variety of services, including fueling, hangaring, and deicing. Enjoy complimentary beverages, a quiet pilot's lounge and a conference room for business needs. Let the friendly staff assist with catering arrangements, ground transportation and more. Make Dubuque part of your travel itinerary today!

www.flydbq.com
563-589-4136



DUBUQUE JET CENTER

Dubuque, IA (DBQ)

Boasting "the friendliest service in Nevada" along with competitive pricing, El Aero Services in Carson City, NV, offers fixed-wing and helicopter charters, maintenance facilities, concierge services for car rental and hotels, catering arrangements, and much, much more. El Aero facilities can accommodate a large range of aircraft, from a J-e Cub to a Boeing 727.

Whether your interests are geared more toward the outdoors or toward nightlife, El Aero Carson City is an ideal location, located just 30 minutes from both Lake Tahoe and Reno.

Further services and amenities include tie downs, a pilot lounge, a conference room for business needs, computer and Wi-Fi access, complimentary beverages and aircraft maintenance. In addition to Carson City, El Aero operates an FBO at Elko Regional Airport (EKO).

"El Aero Services invites you to discover our services on your next trip through Nevada. You will never want to go anywhere else."
-Ginna W. Reyes, El Aero Services President

www.elaero.com
775-883-1500



Carson City, NV (CXP) EL AERO SERVICES

Earn 10 AVTRIP points per gallon with coupon – visit www.avfuel.com/avtrip to view details and print your coupon. Expires 12/31/11.



KEY AIR NY METRO

Oxford, CT (OXC)

Basing private jet aircraft with Key Air NY Metro provides owners with a significant tax benefit as well as convenient access to NYC and Boston without the congestion of other area airports.

Key Air NY Metro serves as Key Air's headquarters, strategically located in the rolling hills of central Connecticut, equidistant to the New York and Boston metropolitan areas, without delays and congestion. With over 200,000 sq. ft. of hangar space capable of housing G650 and Global XRS aircraft, this state-of-the-art facility features an executive terminal, immaculate hangar space and expert service—all set within a secure and private location.

www.keyair.com
888-KEYAIR-1

Minneapolis - St. Paul, MN (ANE)

KEY AIR TWIN CITIES



Key Air Twin Cities offers privacy, security and convenience and is the ideal choice when traveling in and out of the Minneapolis-St. Paul region due to its proximity to downtown Minneapolis.

Key Air Twin Cities (ANE) offers an efficient alternative to the other major airports in the area. This new state-of-the-art facility with a full-service FBO delivers competitively priced and quick-turn fuel service and has heated hangar space available.

www.keyair.com
888-KEYAIR-1

Martha's Vineyard Airport staff pride themselves on tailoring customer care to each individual, catering to Island residents as well as the numerous visitors coming to enjoy the beautiful beaches, scenic lighthouses, and walking trails.

As the primary general and commercial aviation gateway to the island, MVY offers an array of FBO services including refueling, handling services, tie downs, ground power, aircraft towing and deicing services, limited hangaring for single and light twin aircraft, and catering.

Visiting pilots and guests can enjoy a pilot's lounge equipped with Wi-Fi, flight planning and a conference room. Visitors will enjoy the convenience and diverse cuisine of the Planeview Restaurant adjacent to the main terminal.

Whatever your reason for visiting, Martha's Vineyard Airport will enhance your experience.

www.mvyairport.com
508-693-7022

Formed in 1977, Pensacola Aviation Center is today a leading aviation services provider that greets visitors with upscale amenities while maintaining the charm and friendliness of a small town. Equipped with a large corporate hangar, quick turns, and plenty of ramp space, Pensacola Aviation Center has the capacity to accommodate large aircraft as well as small. Pilot amenities include showers, snooze rooms, crew cars and more.

Pensacola Aviation Center also offers parts, accessories and aircraft maintenance: it is an FAA-certified repair station, a factory-authorized Cessna service center, and a Lycoming-authorized service center. Charter, aircraft rental, hangar rental and flight instruction (FAR and ATP) are on-site.

www.pensacolaaviation.com
850-434-0636

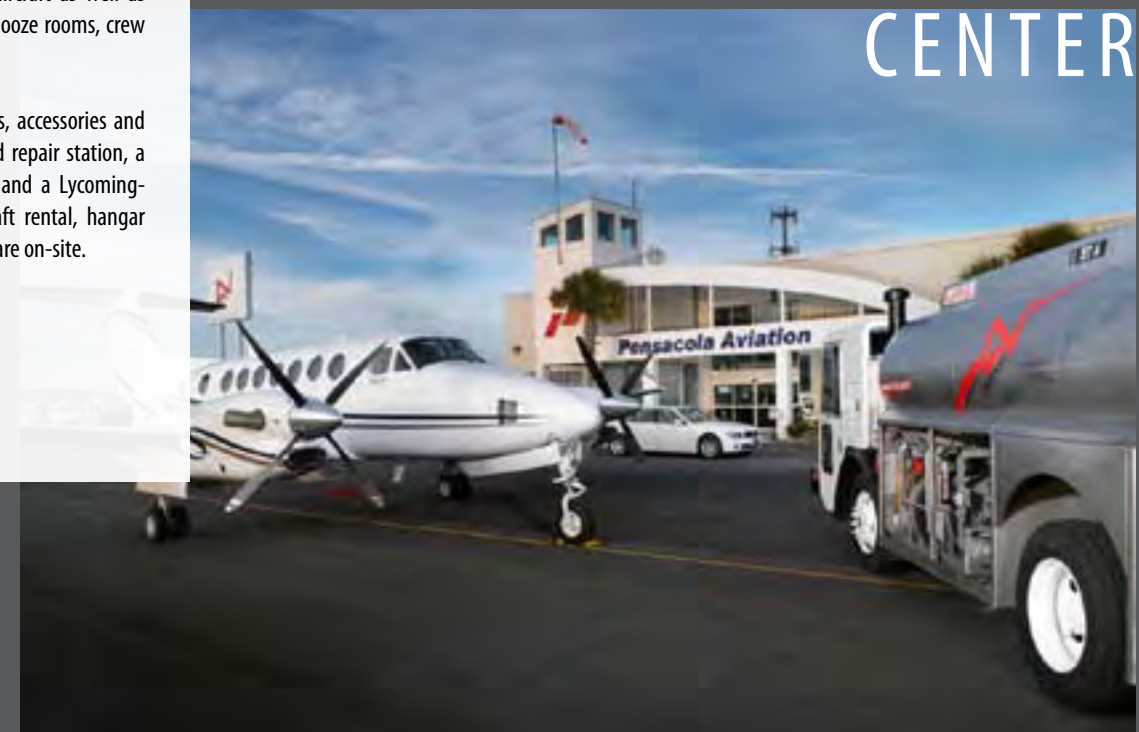


MARTHA'S VINEYARD AIRPORT

Vineyard Haven, MA (MVY)

PENSACOLA AVIATION CENTER

Pensacola, FL (PNS)





SHENANDOAH VALLEY REGIONAL AIRPORT

Staunton, VA (SHD)



Welcome to Shenandoah Valley Regional Airport – an FBO that makes every visit a memorable experience.

SHD's state-of-the-art general aviation facility offers a full lineup of amenities and productivity tools, including WSI weather and flight planning, wireless internet, a beautifully appointed conference room, comfortable pilot lounge and sleep rooms, pilot kitchen and more. Full ground services are also available at this location as well as concierge services for catering, rental cars, the airport shuttle and hotel reservations.

Located only minutes from bustling business districts, eight colleges and universities, and a collection of wineries, parks, resorts, historical sites and cultural offerings, Shenandoah Valley Regional Airport offers the ideal entry-point for both business travelers and tourists.

"We offer service that exceeds all expectations for comfort and convenience every time." – Greg Campbell, Executive Director

www.flyshd.com
540-234-8304

Palm Beach/Stuart, FL (SUA)

STUART JET CENTER



Located approximately 30 miles north of Palm Beach, Stuart Jet Center is a choice destination with low air traffic and quick-turn service for those bound to and from the region.

Stuart Jet Center's modern Executive VIP Terminal is designed for maximum customer comfort and convenience: amenities and services include private passenger lounge, conference space, gourmet catering, complimentary beverages, valet car service, courtesy limo service and a first class customer support team. Crews will enjoy a dedicated pilot's lobby, a lounge with massage chair, snooze room, showers, courtesy cars and shuttles, with full flight planning, weather software and wireless internet access.

The 53-acre facility has over 15 acres of lighted and secured ramp space, with approximately 250,000 square feet of hangar space available. Hangars accommodate aircraft as large as a Gulfstream V and Global Express. A new, state-of-the-art 24,000 square foot hangar complex is slated for completion by fall of 2011 – just in time for South Florida's busy winter season.

www.stuartjet.com
877-735-9538

Indulge your inner history buff with a stop at the Tooele County-Wendover Airport (ENV) at the historic Wendover Airbase on the edge of Utah's west desert.

Tooele-Wendover is an ideal cross-country fuel stop, conveniently situated on the Utah/Nevada border. A beautiful new passenger terminal complements existing World War II hangars. Wendover Air Field, the world's most authentic remaining operational World War II-era airport, accommodates military, commercial, and general aviation uses. Visit the WW II bomber museum while the friendly, experienced staff tends to your aircraft.

Casinos, five-star entertainment, and fine dining are all located only minutes away.

www.co.tooele.ut.us/wendoverairport.htm
435-665-2308



TOOELE-WENDOVER AIRFIELD

Wendover, UT (ENV)

Opened in 1945, the Watertown Municipal Airport has grown from two short grass strips and seven aircraft into a thoroughly modern facility. Anchoring the airport is Wisconsin Aviation, the state's largest full-service FBO. Wisconsin Aviation is proud to be the oldest Avfuel Dealer in the state of Wisconsin, utilizing Avfuel's most innovative programs and services.

Located at the midpoint between Milwaukee and Madison, Wisconsin Aviation's Watertown location provides a full array of aviation services including air charter service, aircraft management, flight training, aircraft sales, aircraft maintenance, avionics repair and upgrades, interiors repair, fueling, tie-downs, and hangaring.

With additional FBO locations in Madison (MSN) and Juneau (UNU), Wisconsin Aviation has been recognized on a national level for quality of service.

"Our mission is to be a business customers want to do business with and a place where our colleagues want to work. We will accomplish this by being a trusted partner, providing uncompromising safety, convenience, and value. Our focus is on delivering the best possible customer service."

www.wisconsinaviation.com
800-657-0761

Watertown, WI (RYV)

WISCONSIN AVIATION



There's an App for that!

Download the Avfuel FBO Locator App to your mobile device and find hundreds of locations, deals, and more at your fingertips!

The Avfuel FBO Locator App allows you to...

- Browse AVTRIP bonus point coupons
- Search for AVTRIP and Avfuel Contract Fuel locations
- Contact Avfuel in the push of a button



Now available in the iTunes and BlackBerry app stores!
Download today!

Every month: a winner

Facebook & Twitter participants earn big point rewards every month.



Congratulations to @tdhinojosa and @aryedad - recent www.twitter.com/avfuel winners! Thank you for following us!

You could be next – follow Avfuel on Twitter or “like” us on Facebook – we give away prizes of thousands of AVTRIP points every month!



GA WORKS for America

In April 2010, many of us woke to news of the latest in a string of far-reaching disasters. There had been tsunamis and floods and earthquakes and storms...and now this. But unlike its predecessors, this was no natural disaster. Millions of gallons of thick crude oil gushed into the ocean from the sea-floor, caused by the sudden explosion of the Deepwater Horizon drilling project. The explosion killed 11 men and resulted in months of unchecked flow, devastating beaches and crippling fishing industries thousands of miles away.

Over the ensuing weeks and months, we watched in horror as the Deepwater Horizon catastrophe sullied vast tracts of coastal land and destroyed aquatic ecosystems throughout the Gulf of Mexico and well beyond.

It was the largest oil spill of its type – ever. For three months, governments, scientists, businesses and institutions repeatedly failed in their attempts at stopping the oil. Meanwhile, towns like Pensacola in Northwest Florida had been directly affected by the spill, and cleanup and damage control had to start – fast.

Soon after the explosion, experts designated to assist with the cleanup congregated in the region, anxious to take action. Yet before any cleanup could begin, the area had to be exhaustively surveyed and analyzed to determine the extent of the damage; then recommendations and plans for restoration protocol had to be made. Meanwhile, oil was still washing ashore.

Eager to help with cleanup efforts was **Pensacola Aviation Center** of Pensacola Regional Airport –an airport which became an epicenter for the flurry of activity.

To enable and expedite aerial surveys and searches, and to help keep cleanup efforts on

schedule, Pensacola Aviation Center and its staff worked around the clock. They fueled and serviced aircraft (with reduced prices on fuel) and helped cleanup workers with comprehensive ground support. In addition, Pensacola Aviation Center provided office space and conference rooms where critical decisions and briefings could take place.

“Pensacola Aviation demonstrates that general aviation is critical to the coordination of relief efforts in any circumstance. Small airports and private FBOs like this one can provide valuable service with little or no warning – and that’s what makes general aviation so great,” said Avfuel Director of Marketing Marci Ammerman.

As for Pensacola Aviation Center, “We were so glad we could help,” said Kim Moore, Customer Service Supervisor. “This was a devastating event. To be able to provide any kind of assistance to the clean-up effort was a privilege.”

Even today, as clean-up efforts are winding down but retain their importance, Pensacola Aviation Center and their staff continue to support those service providers.

This type of support was – and remains – crucial. For more information about Pensacola Aviation Center, visit the FBO website at <http://pensacolaaviation.com>.



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