

Former JetBlue Execs Form JetSuite to Enter VLJ Market

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A new company - **JetSuite** - with 50 Embraer Phenom 100s on order and another 50 options, is launching a new business model to provide VLJ service in Southern California, Arizona, Nevada and Utah. Headed by Alex Wilcox, a founding executive of [JetBlue](#), **JetSuite's** business plans guarantees participants a monthly revenue stream. The company's web site is already up and running saying **JetSuite** is "going to fundamentally change the rules of private jet ownership" by providing an ownership model that pays participants to fly.

"**JetSuite** has created a different kind of ownership program, one that lets you enjoy the luxury, convenience, and satisfaction of owning a private jet minus the prohibitive costs, liability, regulatory risks, and operational hassles that have historically been the price of entry," said the company. "Let us sum it up in a sentence: **JetSuite** is the first jet program that pays you back."

There are two ways to get started at **JetSuite** including buying one of the delivery positions it has taken on the Embraer Phenom 100s or, for those having already placed an order for the Phenom, can sell their aircraft. **JetSuite** offers them the ability to keep the tax benefits of accelerated depreciation and receive a monthly payment to cover carrying costs. With a down payment and an asset secured note, participants can take ownership of a new Embraer Phenom 100, getting a set number of hours per year for free with additional hours available for purchase at rates less than other offerings, according to the company's web site.

"Now here's the **JetSuite** advantage: when you don't need your aircraft, **JetSuite** charts it to someone who does," said the company. "And unlike the competition, no matter how much (or how little) your plane is flown in our charter program, you're guaranteed a monthly revenue stream. That means you enjoy a reliable positive cash flow, month after month. By virtue of this unique model, **JetSuite** reduces overall travel costs to a level that's actually comparable to - and in many cases, less expensive than - first-class commercial travel. In addition, you get the full tax advantage of accelerated depreciation on the plane itself, creating additional return on your investment. In exchange for placing your aircraft in the **JetSuite** fleet, you receive **JetSuite's** premier management service at absolutely no additional cost. While our competitors charge you a monthly maintenance fee, our comprehensive program includes aircraft maintenance, hangaring, pilot training, arranging flight plans and flight crew, and more at no cost.

It will operate as a Part 135 on-demand air carrier using two-pilot operations and promises to "be the first and only private jet fleet operator with comparable commercial airline standards for engine condition monitoring, exceeding even stringent FAA safety requirements. Unlike other major private jet operators that operate under Part 91 of the Federal Aviation Regulations, **JetSuite** owners will have limited liability exposure because **JetSuite** carries all revenue passengers exclusively under Part 135. Thus, we do not transfer operational control and liability to our owners." Its pilots are employed directly by **JetSuite** and trained beyond factory and FAA standards, overseen by our VP of Flight Operations Ken Burnham, a former [United Airlines](#) DC-10 Fleet Captain. It will also use a Flight Operations Quality Assurance program for aircraft and maintenance data.

Management Team

Its management team includes former airline officials. Wilcox has over 20 years experience building and managing innovative air carriers. He was founding president and COO of [Kingfisher Airlines](#) from 2004-2005, and before that was a founding director of [JetBlue Airways](#). His experience also includes [Virgin Atlantic Airways](#), [Southwest Airlines](#), and [Piedmont Commuter](#). Wilcox is a pilot with land and seaplane ratings, and serves on the California Transportation Commission's Technical Advisory Committee for Aeronautics and the board of the Air Taxi Association.

Chief Marketing and Information Officer Ryan Nathan is responsible for the implementation of all marketing for **JetSuite** having joined the company from senior marketing roles with [Harrah's Entertainment](#), ESPN, Ford and as a management consultant at Booz Allen Hamilton.

CFO Keith Rabin was, most recently, a partner at hedge fund Verity Capital. Prior to Verity, he focused on corporate strategy consulting for The Boston Consulting Group and Deloitte Consulting.

Vice-President Certification and Safety Usto Schulz has six decades of aviation experience, including 17 years with the FAA, airline executive and his own aviation management consulting service Airline Management Services, Inc. He is also a founding member of both Morris Airlines and JetBlue Airways.

Vice President Operations Ken Burnham has over 30 years experience as a commercial pilot. From 1988 to 1998, he was a United Airlines management pilot with positions including flight instructor, flight manager, and DC10 Fleet Captain for United Airlines. Ken was most recently the director aircraft operations and chief pilot for the ORBIS Flying Eye Hospital.

Corporate affairs executive, Robert Murphy is a seasoned aviation planner with 10 years of international and domestic industry experience. He has held senior positions in financial and strategic planning at JetBlue Airways, Kingfisher Airlines and AECOM Technology. His extensive aviation experience includes such areas as Tech Ops, Engineering, Flight Ops, IT and Route Planning.

Brand and produce executive, Amy Curtis-McIntyre is responsible for brand and product at **JetSuite** after serving as the chief marketing officer for JetBlue. In her role as head of sales and marketing, she had responsibility for developing the brand platform, advertising, promotion, public relations, web strategy, sales team efforts and other traditional marketing elements. Additionally, she was instrumental in product development, internal communications and even gave JetBlue its name. For her efforts Amy was named Advertising Age's "Marketer of the Year", while less than three years after its debut, readers of Conde Nast Traveler magazine named JetBlue "Best Domestic Airline". Prior to JetBlue, Curtis-McIntyre was the vice president of marketing for Virgin Atlantic Airways, and the director of marketing for Celebrity Cruises.

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