

Duncan Debrief

A PUBLICATION OF DUNCAN AVIATION

Fall 2008



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from the chairman **Todd Duncan**



People worldwide hear about "Red Carpet" treatment. Regardless of the business, customers should always expect excellent service. Business owners and managers want the perception of Red Carpet treatment to be a selling point. The question becomes: What do the employees of those businesses believe about service? To have a world renowned reputation for excellence, team members must believe in the Red Carpet treatment at all levels.

At Duncan Aviation, real "Red Carpet" treatment comes at every level of contact. From the moment you step off your aircraft, to asking for directions in a hallway, getting a cup of coffee or shaking hands with your project manager at delivery, you will experience the Duncan Difference. It may not include an actual "Red Carpet" upon arrival—sometimes weather conditions just won't allow that. But it is a difference unlike any other in aviation. It is a difference that every Duncan Aviation team member feels inside because they are proud of the reputation they've earned in our industry.

Duncan Aviation is a company with more than 50 years of growth and a tradition of supporting the business aviation community. We've accomplished that through three generations. With more than 2,000 team members, we're building on our reputation, staying privately owned, and looking toward the future.

To me, the real "Red Carpet" treatment is inside each of us. And so, at Duncan Aviation, it simply becomes a part of the customer's experience. 📺

project manager **John Kelly**



John Kelly is a Duncan Aviation Project Manager and has worked for Duncan Aviation/Kal-Aero for half of his life. He started as an A&P technician in his 20s and took on the project manager role just over 12 years ago. During his 25 years here, he has seen many customers come back time and time again, many of them good friends.

"To me, the Red Carpet treatment is providing excellent service from the beginning to the end of a project," says John. "This includes everything a customer expects and many more things that exceed their expectations."

"We consider our customers partners. We want them with us every step of the way, on the floor, in the meetings and talking to anyone and everyone who works on their aircraft. The ultimate goal is to give the customer an outstanding experience with a no-surprise finish."

John Kelly and the entire team of experts at Duncan Aviation know what Red Carpet Service looks like. As we grow, this sharing of knowledge is very important for our continued success. 📺

A REPUTATION EARNED

“The passion for excellence that Duncan Aviation employees have for their work is above and beyond *anything* I have ever experienced in the industry.”

— Mark Stevenson – Chief Pilot, Goodfriend Investments

Having a good reputation is important to most people; it is something that permeates one's life and becomes the cornerstone in day-to-day interactions with others. An individual only has themselves to praise or blame for their reputation, but companies are comprised of many people and thousands of day-to-day interactions. The people of a company make up the reality of how the company operates, how it serves its customers and how it is perceived in the world. As a customer, one should always consider the caliber of employees who create the reality of the reputation a company earns. It often becomes the determining factor as to whether a great or a poor experience will occur. “Individual, team and company reputation is important to each employee,” says Aaron Hilkemann, President of Duncan Aviation. “Our employees develop personal relationships with customers and earn their respect through their experience, efforts and by having great attitudes.” One thing people miss about Duncan Aviation is that employee longevity isn't the only thing that translates into experience. Person for person, Duncan Aviation has as much if not more experience than any other aviation company, but is that our only tool for keeping operators and customers in the air? What other attributes do customers and potential customers look for when ascertaining who is going to service their aircraft?

Integrity is a good place to start. Being obedient to the unenforceable was a term the great mythology scholar Joseph Campbell

coined about ethics and the ways ancient cultures dealt with “rights of passage.” It is a good way to describe human ethics, but ethics cannot account for the fact that human beings are certainly fallible.

According to Doug Alleman, Service Sales Manager in Lincoln, Nebraska, “Integrity [itself] is doing the *right* thing when no one is watching.” He relates some stories of mistakes that Duncan Aviation technicians have made from time to time. The important part of these incidents to Doug is that they were all admitted to and expressed to customers up front once they were discovered. Some customers get upset and Doug lets them vent before reminding them that “human beings are certainly fallible.” Being fallible is a human trait; being sneaky and secretive is a human choice. A great reputation requires great integrity or “being obedient to the unenforceable.” The culture of Duncan Aviation requires both, honesty and integrity. Honesty and integrity have been recurring themes at Duncan Aviation for more than 52 years. Managers like Doug Alleman are proud that employees step up to do “the right thing,” just as they have throughout the history of the company.

Part of the integrity so inherent at Duncan Aviation comes from old-time hiring practices. People are objectively looked at and scrutinized. Few who apply at Duncan Aviation are hired.

According to Melanie Ways, Human Resource Manager, Duncan Aviation only hires about 5% of those who apply.

It's not easy to get into this elite aviation brotherhood. This type of selectivity results in team players and people who are motivated by individual excellence as well as a high degree of team and company loyalty. One look at Duncan Aviation's trade show booth at the NBAA convention demonstrates the importance the company places on its employees; there is a picture of every employee! “We hire not only for specific skills, but we also look at each person. You can't train work ethic into someone, nor drive and determination,” said Jared Stauffer, Interior Completions Manager in Battle Creek, Michigan.

Human beings require more than a “work environment.” They require a challenge. Duncan Aviation provides the challenges that are required to grow in one's chosen career. Employees are asked to strive for excellence in their individual work, teamwork and perhaps, most importantly, in their ethical conduct. “Our team culture motivates employees and automatically raises the level of accountability for everyone,” Dan Arrick, Engine Manager in Battle Creek explains. Duncan Aviation customers notice this sense of accountability, both at a facility and after delivery, because the commitment doesn't disappear after the customer leaves.

“Love of industry and of challenges are typical amongst Duncan Aviation employees,” adds Kris Patrick, FBO services Manager in Lincoln, Nebraska. There are a multitude of different industries in the

world. Duncan Aviation wants people who have a genuine aviation enthusiasm, people motivated by aviation and who have a love for airplanes and the thrill of flight.

What's the best indication of the caliber of employees at Duncan Aviation? Duncan Aviation customers and our peers in the industry provide that answer. Mark Stevenson, Chief Pilot for Goodfriend Investments, LLC, knows what great assets Duncan Aviation employees are to their company and the industry they serve. He explains in a letter: “...the passion for excellence that Duncan Aviation employees have for their work is above and beyond *anything* I have ever experienced in the industry.” Integrity, honesty and values are traits that can't be bought and paid for. They are human choices; they become the difference between a normal and a great maintenance event.

In a world of shrinking and changing values, Duncan Aviation has maintained its 52 year history of “doing the right thing.” And in the end, that may be the most important value-added item to your aircraft service. What becomes the determining factor for each customer as to where they will have their aircraft services performed is an individual choice. But the choice as to the ethics of each facility rests with the thousands of individual and team efforts and actions of those who build the reputations of each service provider. Choose carefully! ✈️

Duncan Aviation Core Value Pillars
Lincoln, Nebraska

AT
DUNCAN
AVIATION
WE:

DELIVER
HIGH QUALITY
PRODUCTS
AND
SERVICES

CHARGE
FAIR PRICES
AND PROVIDE
EFFICIENT
TURNTIMES

LEAD
THROUGH
ACTION AND
INNOVATION

FOCUS ON
SOLUTIONS
RATHER
THAN
PROBLEMS

RESPECT
OTHERS
AND ARE
ACCOUNTABLE
FOR OUR
ACTIONS

MAINTAIN A
TEAM
APPROACH
AND OFFER
POSITIVE
SUGGESTIONS

VALUE
HONESTY
INTEGRITY
LOYALTY
AND TRUST

SUPPORT
OUR
COMMUNITIES
AND
ENCOURAGE
VOLUNTEERISM

ARE PROUD
TO BE THE
BEST AT
WHAT WE DO

EMPOWERED to make change

"The significant problems we have cannot be solved at the level of thinking with which we created them."
— Albert Einstein

Through observation, experimentation and perseverance, humans have managed to solve a whole array of perplexing problems. These solutions have included incredible inventions like the parachute, periscope, suspension bridge and many more. Most inventions are inspired by a need, the need to travel, to go faster, higher or further or the need to just make life easier and more efficient. For decades, Duncan Aviation has been on the cutting edge of business aviation needs. This has been made possible because of the innovative culture embedded at the very heart of the company. From the beginning, Donald and Robert Duncan believed that if you take care of employees, employees will take care of customers. This belief empowers employees to perform their jobs with an eye towards innovation. If they discover more efficient ways to work without compromising quality or customer satisfaction, they are

free to develop the technique. If it proves itself, it could become standard operating procedure.

an eye for innovation

While working in the Duncan Aviation Research and Development (R&D) department, Rich Teel had that eye for innovation. He designed and developed test equipment that accurately put components and instruments through comprehensive testing using the most advanced technology at the time. Although the test equipment was on the cutting edge, the processes and procedures in place to handle the ever-increasing work flow were not. The current process and procedures in place consisted of a wall was dedicated to a calendar whiteboard dotted with small wooden blocks that coordinated with scheduled work for Duncan Aviation's Avionics and Instruments department. Each instrument was assigned a red folder that followed it through the work process. Whoever had the red folder was the owner of the project and the keeper of the information. This required a lot of paperwork and legwork from everyone to locate the red folder, find the current status of each project, communicate with the customer and then pass their needs back to technicians at the bench. In 1994, Rich became manager of the R&D and calibrations department and was faced with how to

manage the department's work flow. Frustrated with daily paper copies of in-house work and not wanting to use the whiteboard and red folder system, Rich believed there was a better way. "I felt it was an inefficient way of doing things considering the available technology," he says. Being knowledgeable about client-server technology, he set out to design a program that was simple, efficient, user-friendly and that would do everything he needed. Over the course of a couple of weekends, he filled a notebook with his ideas. He even imagined what it might look like and created screen designs in pencil. "As I was designing it, I knew we needed this. We needed this not only for our department, but I believed it would benefit other areas at Duncan Aviation, too. I knew the types of challenges other departments faced. If it worked for us, it would work for them."

Rich called upon the skill of Ed Gilmore, an R&D engineer, to write the initial prototype for his vision. After a few edits and trials, customer account representatives (CARs) test drove this new way of managing work flow. For the first time, it gave them an interactive, user-friendly tool that was easy to learn. Brian Zitek, one of the initial CARs to have access to this new technology, experienced first-hand the impact the new program had on his ability to better serve customers and drive sales forward.

"It provided a work flow management and communication tool that improved the speed at which we could deliver accurate information to customers, and their wishes back to technicians during the repair process," Brian says. "The advent of this software not only reduced the amount of paperwork required, it completely revised the way we interfaced with customers."

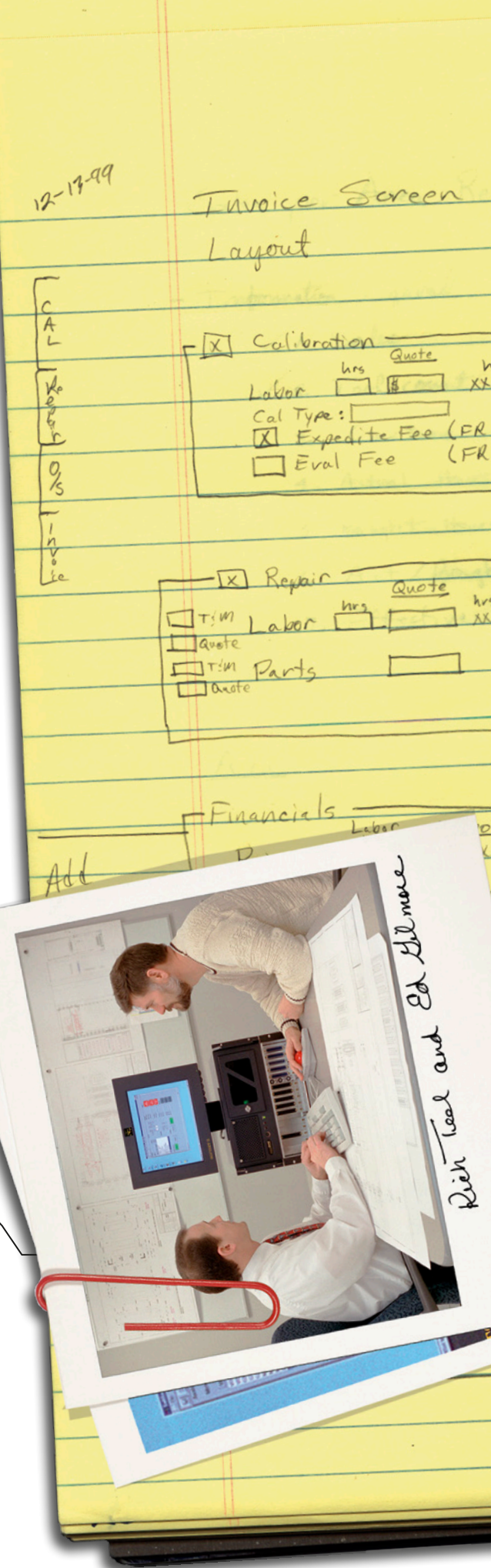
The customer advantages and department efficiencies experienced by the calibrations department were recog-

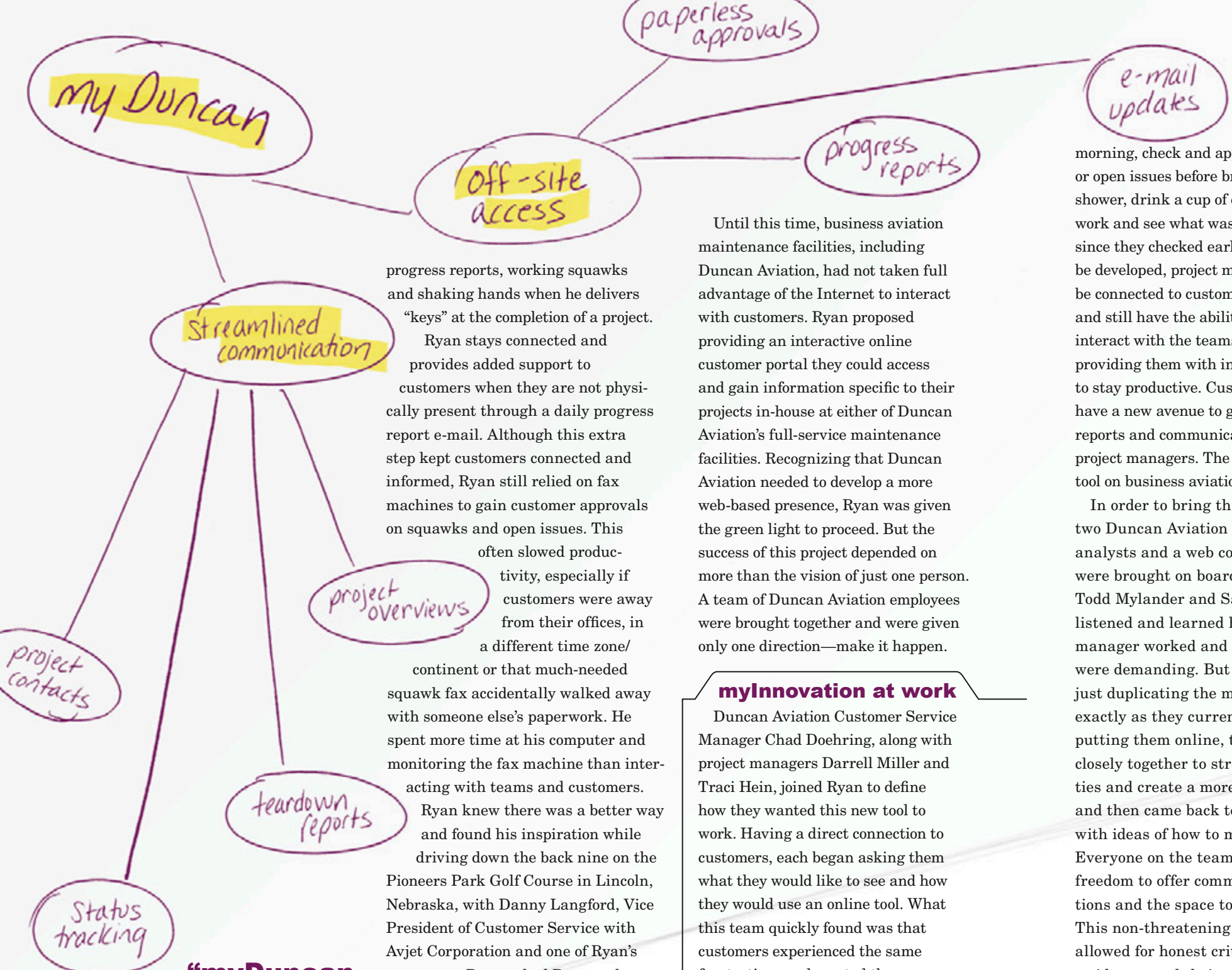
nized by Duncan Aviation's senior management and soon the seed project in the R&D Calibration department was handed over to the Information Technology (IT) department for further development for the entire company. Ed Gilmore transferred to IT as a programmer analyst and led the project to expand the program and later to port it to AS400 for Windows. This moved Duncan Aviation to the forefront of the business aviation industry by providing a superior aviation experience with competent, comprehensive and responsive customer service. Added enhancements created a more efficient work order system, a cleaner billing process for customers and allowed Duncan Aviation to enter the Electronic Sign Off/paperless environment. The development of this software is one of many examples demonstrating how Duncan Aviation employees strive to stay at the front of business aviation, providing innovative, responsive and revolutionary customer service.

Innovative technology has a ripple effect that doesn't end when a project is over. Today's fresh new ideas become the foundation and infrastructure for tomorrow's next big thing. This natural evolution allows those who are willing, the ability to think creatively and find the next step.

recognizing areas for improvement

Duncan Aviation Project Manager Ryan Oestmann enjoys being on the floor and engaged with teams, listening to success stories, working through issues and making sure teams have what they need to keep moving forward. He equally enjoys meeting with customers, providing





“myDuncan gives me the ability to know exactly, uncut, the status of my project without constantly having to babysit.”
– Danny Langford

progress reports, working squawks and shaking hands when he delivers “keys” at the completion of a project. Ryan stays connected and provides added support to customers when they are not physically present through a daily progress report e-mail. Although this extra step kept customers connected and informed, Ryan still relied on fax machines to gain customer approvals on squawks and open issues. This often slowed productivity, especially if customers were away from their offices, in a different time zone/continent or that much-needed squawk fax accidentally walked away with someone else’s paperwork. He spent more time at his computer and monitoring the fax machine than interacting with teams and customers. Ryan knew there was a better way and found his inspiration while driving down the back nine on the Pioneers Park Golf Course in Lincoln, Nebraska, with Danny Langford, Vice President of Customer Service with Avjet Corporation and one of Ryan’s customers. Ryan asked Danny what Duncan Aviation needed to do to make his experience a better one and Danny shared ideas from a customer’s perspective. The number of strokes on Hole 14 didn’t seem to matter as much as the conversation because in the end, neither of them remembered the score. But after the last putt, Ryan walked off the green with a fresh idea that would take Duncan Aviation to the next level in technology and customer interaction.

Until this time, business aviation maintenance facilities, including Duncan Aviation, had not taken full advantage of the Internet to interact with customers. Ryan proposed providing an interactive online customer portal they could access and gain information specific to their projects in-house at either of Duncan Aviation’s full-service maintenance facilities. Recognizing that Duncan Aviation needed to develop a more web-based presence, Ryan was given the green light to proceed. But the success of this project depended on more than the vision of just one person. A team of Duncan Aviation employees were brought together and were given only one direction—make it happen.

myInnovation at work

Duncan Aviation Customer Service Manager Chad Doehring, along with project managers Darrell Miller and Traci Hein, joined Ryan to define how they wanted this new tool to work. Having a direct connection to customers, each began asking them what they would like to see and how they would use an online tool. What this team quickly found was that customers experienced the same frustrations and wanted the same things project managers did: the freedom to continue to be productive in other areas while an aircraft was scheduled in for maintenance, reduce or eliminate the need to have a representative on-site all the time during major inspections and the flexibility to walk away from the fax machine. Armed with this information, they came up with a plan for an online tool that would allow customers to roll out of bed in the

morning, check and approve squawks or open issues before breakfast, take a shower, drink a cup of coffee, then go to work and see what was accomplished since they checked earlier. If this could be developed, project managers would be connected to customers at any time and still have the ability to effectively interact with the teams on the floor, providing them with information needed to stay productive. Customers would have a new avenue to gain progress reports and communicate needs to their project managers. The impact of this tool on business aviation would be huge.

In order to bring this vision to life, two Duncan Aviation programmer analysts and a web content designer were brought on board. Ryan DeVall, Todd Mylander and Sarah Naeher listened and learned how each project manager worked and what customers were demanding. But rather than just duplicating the manual processes exactly as they currently existed and putting them online, they worked closely together to streamline activities and create a more efficient process and then came back to the table with ideas of how to make it better. Everyone on the team was given the freedom to offer comments and suggestions and the space to voice opinions. This non-threatening environment allowed for honest critiques and giant strides toward their goal. Over the next nine months, this continuous volley of ideas, along with a healthy chunk of humor, launched an online tool pretty close to the original concept. This new interactive portal gives customers a sense of ownership in the project and was named myDuncan. Each customer with a current open work order can be given access to their own myDuncan account through the myDuncan.aero website.

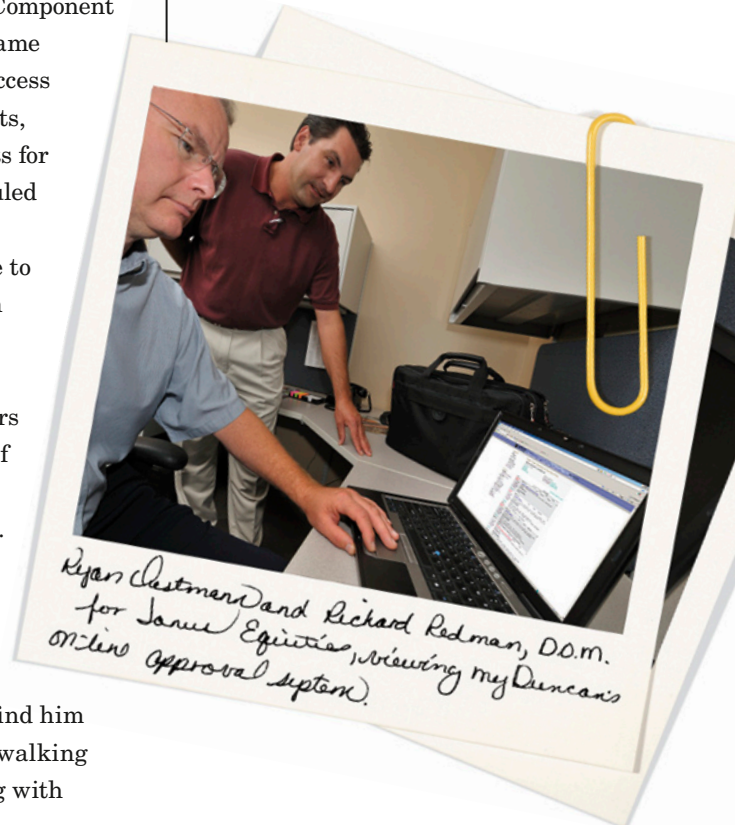
Project managers were anxious to have this new tool and immediately began asking customers to give it a go. Some customers were hesitant to start something new after conducting business the same way for so long. Soon, word-of-mouth spread and Duncan Aviation customers began talking to other operators telling and showing them their personal myDuncan.aero accounts. Having already heard about myDuncan.aero, new customers began requesting accounts as soon as maintenance events were scheduled. Operators became better served, more informed and smarter, just by being a Duncan Aviation customer. Some began asking for this service from other service providers; few have provided it. In September of 2006, the initial launch of myDuncan.aero allowed online item approvals for outstanding issues and squawks during open work orders for airframe maintenance events. Recent enhancements have allowed Duncan Aviation’s Component Solutions area to offer the same level of service and online access to customers sending in parts, components and instruments for repair and overhaul. Scheduled to be released by the end of 2008, customers will be able to view photos to go along with squawk descriptions. Goals in the future are to provide real-time billing so customers can manage the financials of their projects. The possibilities are practically limitless.

Although Ryan still spends time sitting at his desk answering e-mails and fielding phone calls from customers, you won’t find him near the fax machine. He’s walking the hangar floor, connecting with

mechanics and being proactive for his customers. He still shakes their hands when the project is over.

changing helps ensure stability

Through observation, experimentation and perseverance, Duncan Aviation employees have solved an array of perplexing problems changing the face of the company and impacting the entire business aviation industry. These changes come only when a person or a team is allowed to think and work with an eye towards innovation and is given the freedom and flexibility to make things happen. Duncan Aviation Chairman Todd Duncan still believes in his grandfather’s philosophy of empowering team members. “If we take care of our team members,” he says, “equip them to be successful and empower them to make change, they will take care of customers and provide futures for themselves.”



Ryan DeVall and Richard Redman, D.O.M. for Janus Equities, reviewing myDuncan's online approval system.



It is a fact that making connections with and understanding people is the cornerstone on which Duncan Aviation was built, as exemplified in an original and enthusiastic fashion by Donald Duncan. Is it possible that the example Donald set has not only been passed on, but magnified and expanded, even to those who never had the chance to meet him? As revealed through conversations with members of Duncan Aviation's sales teams, the ability to connect with people is a mark of a natural sales representative and one of the reasons our phones keep ringing.

Conventional Title – Unconventional Role

What does a Regional Manager do? That may depend on who you ask or the company they represent. Rick Randall, one of a seven-member team covering the United States, explains why he loves being on the road for Duncan Aviation.

"I'm doing what I was born to do," Rick says. "I realized that in my 30s when I got my first sales job in the field. I liked being out of the office and enjoyed the satisfaction of one-on-one contact. I get a great sense of daily accomplishment—even if it's something as simple as a raised eyebrow over something a customer didn't know Duncan Aviation could do."

The primary part of Rick's job is engaging with customers on their turf. One of the most enjoyable aspects of his job is finding new work and operators—creating new relationships. He also enjoys nurturing current relationships. Not all become friends, but many do. Some are extremely loyal and never consider taking their aircraft anywhere else.

"Being in their hangars has other advantages," he continues. "When I'm in a customer's hangar, I'm much more

listen to each other more than they listen to anyone else; they trust each other. Heck, they often work on each other's airplanes. It has taken years to gain the trust of certain groups. That's a big time investment, but it's time well spent and rewarded in many cases with work you don't expect."

Rick also takes time to check with customers while they're at a Duncan Aviation facility. It's not project management; he just wants to make sure his friends are being taken care of. He is their advocate; he feels responsible for them. He knows that if Duncan Aviation is successful making them successful, they'll keep coming back. If there is a problem with a maintenance event, it often becomes Rick's responsibility to discuss the situation with the customer.

"Duncan Aviation has a responsibility to make things right immediately," Rick says forcefully. "I am never afraid to talk to someone after a less than perfect project. If somebody's upset, I honestly can't wait to get there to see them. I find that facing the music immediately and doing what you can to correct issues builds respect, credibility

job really boils down to a simple lesson he learned as a child, "I just remember the golden rule, and that pretty much takes care of it."

Honesty Counts

Whether it is an incoming call or e-mail requesting a quote or a follow-up sales call based on a tip from a regional manager like Rick, the inside sales representative handles the next step in the process—the proposal and closing the sale. Simple, right? Well, not really. Gary Harpster speaks to the intricacies of securing avionics install sales.

"Even though we have the title of sales, our role, as I see it, is to advise people," Gary says. "I believe in honest sharing of knowledge. With avionics systems, often the first thing we need to figure out is what they are trying to accomplish. In many cases, people don't like to admit what they don't know. It's my job to bring down the barriers to open conversation and understand their desired result."

Gary asks many questions, peeling back layers until he gets to the nugget of an operational goal that advises how he will proceed with a potential customer. If he is successful, the results

NOT YOUR AVERAGE SALES REP

likely to hear something I wouldn't hear otherwise. When they're on their turf, they are more likely to tell me things. I encourage people to speak openly—and be sure they know I don't take it personally. I need to know about any issues to ensure a great return experience.

"I work hard to become a part of airport communities. These guys

and trust. Customers remember it when their next event comes up."

As strange as it sounds, Rick follows operators even when they don't choose Duncan Aviation. He follows operators who don't fly aircraft we work on, because some day they might. He keeps tabs on the aviation players in his region. Rick says his

are almost always positive. This is where the depth of Duncan Aviation's experience comes in. With the number of aircraft that we see monthly and the number of different solutions we've completed, Gary knows that we've seen most of the variables flying today. We know what works and, perhaps more importantly, what doesn't.

“There are a lot of specialists out there, good at one particular install on one particular aircraft, who do the same thing over and over. There are few companies that see as many aircraft as we do. This variety added to our experience and our dedication to seeing the *big picture* is what we’re about. We look at things for the long-term, a solution that will prove itself a good *investment* years down the road.”

“We’re constantly learning ourselves, especially doing research on emerging systems,” Gary continues. “Often, a potential customer comes to us wanting to install a new system they may have read about. Many times, these systems haven’t yet been installed or certified. We go to work for them, trying to find out what’s true and what’s false in the industry. Our ability to tell customers that this new system isn’t ready for install yet is sometimes not an easy conversation to have. But *honesty* counts and our customers depend on us and trust us because we stay on the forefront of emerging technology.”

Despite the challenges, Gary wouldn’t swap jobs with anyone. He loves working with new and return customers and has been doing this long enough that he has made some great friends along the way. He has customers whom he only sees every few years, but when they come in, he says it’s like “old-home week.”

“That first handshake always lasts a long time,” he says. “It’s the customer’s

input that makes us what we are. Because of their input, we improve procedures, the products we sell and the way we do business. We must be doing something right to have the volume of life-long customers we do.”

Just Joe and Kevin

What if you haven’t been working with customers for more than 20 years like Gary? How do you build credibility and relationships with potential customers? Joe Spring, also an avionics sales representative, shares his perspective.

“I think all of my customers are surprised by my sincerity,” he says. “My confidence in what I know and don’t know. *My ability to admit I don’t know something*. When I talk with customers, I use my knowledge from my experience as an avionics technician crawling around in airplanes. I am not afraid to challenge customer choices and direct them toward a better option if it is in their best interest. It’s natural to me—I don’t plan or calculate my conversations with potential customers. It’s just telling the truth as I see it and keeping my goal of a long-term friendship in the forefront. *I don’t want to be just another sales guy*. I keep in mind a goal that this person will be my friend a year, two years, 10 years from now. I’ll always put their best interests at heart.”

Joe knows instinctively that the most important part of his job is his personal interactions with people. It has nothing

to do with sales goals or budget numbers—it’s about relationships.

“My goal is to get away from talking about airplanes and talk to them about their family, hobbies, their life. Of course, they like this and it helps me understand them better. I start building trust right away—from the first contact,” he says. “Even if I end up losing a job, if I made a relationship with someone, I count that as a win and I then work to nurture that relationship over time and hope for better results at my next opportunity.”

Some are surprised by Joe’s approach, however, most people expect more from Duncan Aviation. There is a higher threshold for impressing customers for a Duncan Aviation Sales Representative. They’re expected to operate at a high level—better dressed, better prepared and better informed, better at everything.

Joe cites a great customer who is also a great friend, Kevin Boardman, Director of Aviation from Berwind Aviation. “We’re just Joe and Kevin. When I call and say, ‘It’s Joe,’ he knows it’s me; I don’t have to say ‘it’s Joe Spring from Duncan Aviation.’ I’ve nurtured this relationship with his entire flight department—I love calling them and I’m sure they like hearing from me.”

Joe knows that building internal relationships is also integral to his success. “I work on relationships with technicians on a daily basis. I

want to pass on my enthusiasm and the relationships I’ve built with each customer to technicians who work on their airplanes. I know I don’t tell them often enough how important their success is to mine. *Without my internal relationships, I wouldn’t be able to do what I do externally.*”

Joe sums up his sales philosophy: “My sales process is a hunt for my next friend—I like to be out there, face-to-face, looking people in the eye.”

They’re Not Customers Anymore

We’ve learned that the golden rule is important, honesty counts and building rapport quickly leads to great relationships. But what is beyond that? What happens when a customer is no longer a customer, but a friend? Brad Lennemann reveals the next level of customer relationships—life-long friends.

“A good Duncan Aviation customer recently sent me some pictures. He told me he had a great visit during his last inspection. He also told me he recently got a puppy and wanted to give him a good name. Guess what he named the puppy? Duncan,” Brad chuckles, hardly believing the story himself; if it weren’t for the pictures, he may not have.

This particular customer has been coming to Duncan Aviation for more than 10 years. Brad is quick to say it’s not just him, it’s the project manager, the tech rep and technicians on the floor that really make relationships work. The puppy story would be

enough to show the difference a great relationship can make, but Brad has more to tell. This summer, Brad used quite a few of his well-earned vacation days to spend time with customers.

Brad and a couple of other Duncan Aviation team members recently biked across Missouri with a customer. “We started in Booneville, Missouri, and rode a 200-mile trail to St. Louis. This is the fourth year running that during his summer maintenance event we’ve biked with David Babbitt, a Lear 60 pilot. We’ve biked through Utah and Colorado and now Missouri. David is a gem, a great guy; I count him as a friend who also happens to be a customer.”

Perhaps the best example of Brad’s customer relationships is his long friendship with Mark Stevenson of Goodfriend Aviation. It started seven years ago when someone said, “Hey Brad, you need to go hunting with this guy.” Brad wasn’t sure at first; he views hunting as typically a solitary sport. But they hit it off right away and the friendship has grown. Brad recently took his family down to visit Mark in Knoxville, Tenn. They stayed at Mark’s house, visited a theme park and saw Mark’s new baby. In addition to trips like this, Mark always schedules his November maintenance event so he can hunt deer with Brad. Mark also rides bikes with Brad.

When asked why he vacations so much with customers and has

a customer who named his puppy in Duncan Aviation’s honor, Brad shrugs like it’s not a big deal. The truth is, like most members of the Duncan Aviation sales team, Brad has learned how to quickly get to an area of trust with customers. Once you have trust, friendship follows.



“I just slow down and listen,” he says. “*You have to take an interest in them if you ever want to connect*. Once they feel you are on their side, that you have their best interests at heart, they will open up to you and you can count on those guys. When their next event comes due, they’re coming to Duncan Aviation.”

Superfriends

On the road, on the phone, in the hangar, on the bike trail, whenever and wherever, our sales team knows innately that building and nurturing relationships are the building blocks of friendships that will last a lifetime. This is where they focus. They take the long view and know if they’ve done it right, sales will follow. 🐾



concierge services? not at duncan aviation.

When one hears the word “concierge” it conjures up images of well-heeled servants dressed in dark suits at the beck and call of elite guests at upscale hotels. You won’t find them at the front desk helping every guest that arrives. They are discreet resources who provide services which are private and only available to “special” people, those with wealth, clout or engender the perception to back up their requests. The concept of the concierge dates back to the time of palaces and castles in ancient France. The royal household had servants available to do the bidding of their guests. They were always on duty and were required to fulfill any request using whatever means necessary.

Today, concierge services are still available at the best hotels and are beginning to be seen at large corporations and private enterprises. However, these services are still generally reserved for the elite of society.

At Duncan Aviation, guests don’t find concierge services reserved only for the well-funded or famous. Everyone who lands at Duncan Aviation, from a single engine piston-prop owner to a Global Express operator, is considered a VIP and the extras don’t cost extra.

No matter the time of day or state of weather, Duncan Aviation FBO service team members jump into action when a customer taxis to the ramp.

Just like a doorman at a New York City hotel or apartment high rise, Jon Bowers, Line Service Representative for Duncan Aviation in Kalamazoo, Michigan, greets every aircraft

that taxis to Duncan Aviation’s ramp area, directing pilots to the front door with valet precision. Other line service professionals like Chad Ferguson and Ryan Bartmen descend upon each aircraft with NASCAR pit crew efficiency, rolling out the red carpet by offering trash removal, accommodating customers with beverages and ice and providing dozens of other services. At a customer’s request, before passengers and crew are ready to board and take off, bugs are removed from the windshield and leading edges, quick clean services are provided and dishes washed.

“I am very proud of how everyone will do whatever it takes to make every customer feel like they matter to us, because they do,” says Ryan Friesen, Front Desk Supervisor in Battle Creek, Mich. Ryan relates a story about Jessie Beasley: “From her vantage point as a customer service representative at the front desk, Jessie saw a customer approaching our ramp in the pouring rain. Without saying a word, she ran around the counter, grabbed a couple of umbrellas and sprinted out to the aircraft as the door opened.



Jessie Beasley, a front desk representative in Battle Creek.

The customers arrived inside the lobby relatively dry. But Jessie looked as if she’d jumped in a lake. Soaked but with a smile on her face, she welcomed each passenger with laughter. Most of the things we do to make customers feel special are small in nature but have a huge impact on their experience. We don’t view this service as out of the ordinary. It is just what we do at Duncan Aviation. What others consider above and beyond, we consider the only way of doing business.”

From the moment your wheels touch the Duncan Aviation ramp, the size of your aircraft, the amount of your bill or the notoriety of your passengers has no bearing on how you will be served or the amenities you can enjoy while with Duncan Aviation. Repeat customers are greeted by name and new friends are welcomed and shown the services they can expect: office space, conference rooms, customer bathrooms or café services. If the stay is longer than a fuel stop or rest period, an on-site professional fitness center is open 24-hours a day. If you are looking for a recommendation for local fare, anyone at the front desk is willing to offer up their personal favorites or help make reservations.

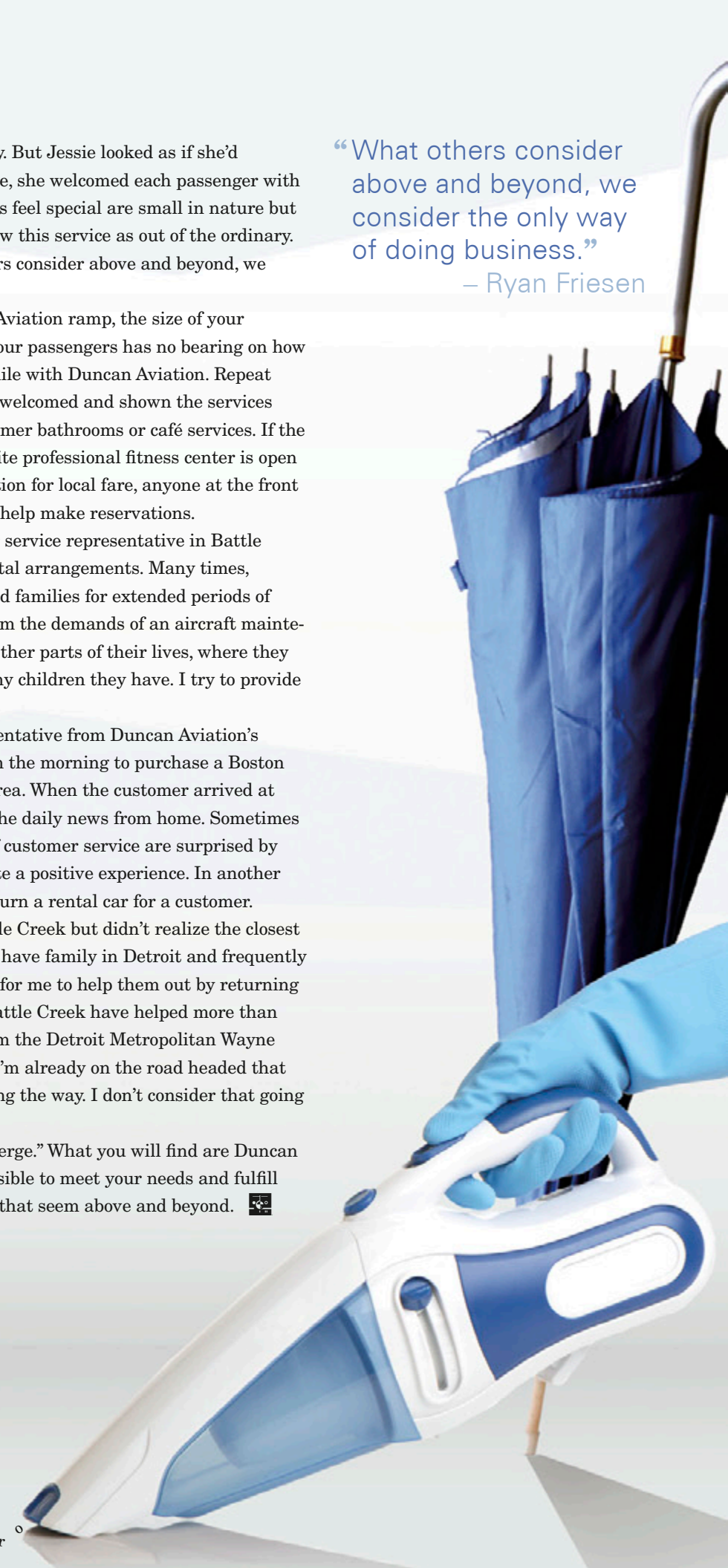
“I love my job,” says Alicia Collins, also a customer service representative in Battle Creek. “It’s more than just making hotel and car rental arrangements. Many times, customers are on-site and away from their homes and families for extended periods of time. They come to the front desk to take a break from the demands of an aircraft maintenance event. I have conversations with them about other parts of their lives, where they are from, their next vacation destination or how many children they have. I try to provide as much normalcy as possible during their stay.”

This was the case when a customer service representative from Duncan Aviation’s Lincoln, Neb., facility drove an hour one-way early in the morning to purchase a Boston Herald newspaper for a customer from the Boston area. When the customer arrived at the lobby, he was greeted with a friendly smile and the daily news from home. Sometimes new customers not familiar with such a high level of customer service are surprised by the attention to detail and the lengths taken to create a positive experience. In another example, Battle Creek’s Alicia drove to Detroit to return a rental car for a customer.

“They made arrangements prior to coming to Battle Creek but didn’t realize the closest rental office was more than an hour away. Because I have family in Detroit and frequently make that trip anyway, I thought it just made sense for me to help them out by returning the car for them.” Alicia’s frequent trips east from Battle Creek have helped more than one customer. She has even picked up customers from the Detroit Metropolitan Wayne County Airport and brought them to Battle Creek. “I’m already on the road headed that way, I don’t mind stopping to pick up a customer along the way. I don’t consider that going above and beyond.”

At Duncan Aviation you won’t find a typical “concierge.” What you will find are Duncan Aviation team members who will do whatever is possible to meet your needs and fulfill your requests. They may even throw in a few things that seem above and beyond. 🛩️

“What others consider above and beyond, we consider the only way of doing business.”
– Ryan Friesen



HOW TO SCHEDULE

unscheduled
assistance



Business aircraft operators are extremely averse to aircraft system failures. Unfortunately, all machines suffer the “occasional” breakdown. However, because we are talking about aircraft and not land-locked machines, these system failures and occasional breakdowns become more serious, especially in-flight.

Unscheduled assistance for an aircraft can be required at any time. For *grounded* aircraft, the term used throughout aviation is AOG. But even a situation as critical as an AOG can have several levels of distress. An operator may be AOG on their home field with plenty of indigenous support, AOG at a remote location with services and technicians available to assist or the worst possible scenario, AOG at a remote location with *no services*. When the third scenario occurs, pilots can get panicky, especially when they have a critical schedule. Pilots who don't panic just call Duncan Aviation. Consider these recent situations and how Duncan Aviation professionals handled each.

On June 10, 2008, Duncan Aviation Hawker Sales Representative Dan Fuoco received a call that a Hawker was in distress with three tires blown out at a remote airport in the Upper Midwest. The pilots knew that Duncan Aviation was the closest Hawker Beechcraft service center but they were not normal Duncan Aviation customers and were unfamiliar with Duncan Aviation's capabilities. This was a full-blown worst-case scenario, AOG with no services at the airport. As Dan completed his call, he assured the customer that Duncan Aviation would meet the challenge and get the frantic pilots back on their trip.

Dan's first call was to Dick Hyde, Hawker Technical Representative, in Lincoln, Nebraska. He explained the situation and got Dick in contact with the customer. "This was a little unusual and was not a normal Duncan Aviation customer, but none of that matters at Duncan Aviation. We help whomever needs help and when it comes to AOG situations, we move fast! Duncan Aviation has been known throughout its history for its ability to quickly help aviation people in need." Dick is literally a Duncan Aviation legend; his aviation career spans more than 40 years, 38 of them with the Hawker airframe.

Many problems can be solved with some simple troubleshooting. In this case, it was clear that technicians, tools, parts, etc., would be needed to get the customer flying again. "Troubleshooting is *great* if it alone can solve a problem," Dick relates. "I get calls all the time from regular and non-Duncan Aviation customers for all types of help, technical, maintenance, parts, anything."

Once Dick decided on the course of action and what would be needed, he contacted Tim Garity. Tim oversees Duncan Aviation's AOG airframe service. Tim began putting all the components together concerning how the event will be handled and who will be assigned to it, in this case, technicians Tim Smith and Dennis Bornmann. Since two sets of wheels and brakes were being drop-shipped to Lincoln from Hawker Beechcraft, Tim also contacted Joy Damian, Accessory Customer Account Representative. Joy's job was to coordinate the "build-up" of the wheels at Lincoln's accessory shop and make sure the wheels were shipped as soon as they were ready. Coordination of efforts is required in order to help the entire operation work smoothly; air travel, equipment and parts all need to be coordinated, which required excellent communication skills.

A little-known fact involving AOG, on-site repairs is that the FAA requires the on-site technicians to have access to the specific manuals of the aircraft being repaired. Duncan Aviation maintains pre-loaded laptop computers with complete manuals for all the airframes we work on. These computers allow the technicians to essentially do anything on the road they could do at our facilities. Anytime Duncan Aviation technicians are dispatched to work on an AOG event, they keep cell phones with them and thereby have instant access to the appropriate technical representative, in this case, Dick Hyde. "Duncan Aviation performs approximately 100 of these types of AOG airframe road trips every year. Obviously, each one is unscheduled and takes on a life of its own and we move very quickly to get these customers flying again," Tim says.

Hawker Beechcraft had their two wheels and brakes to Duncan Aviation's Accessory shop the next day, June 11. But the delivery company delivered them to the wrong Duncan Aviation facility. This required Joy to track them down and get them to accessories quickly to keep the build-up and shipping on schedule. Once the wheels and brakes arrived, everyone understood the priority of the project and they were shipped that same day.

By June 12, Tim Smith and Dennis Bornmann were working on the wounded Hawker and were finished that day. The customer was back in the air and back on schedule, with the least possible delay. Many operators would say: "We expect that level of service from *our maintenance provider.*" Duncan Aviation agrees with that statement, but we take it quite a bit further. This incident did not involve a regular Duncan Aviation customer. It involved a frantic flight crew who needed to get back on schedule. This is the tipping point where



Jad Donaldson
Chief Pilot, Avfuel

truly committed aviation professionals shine and heroes become reality. Dan Fuoco, Dick Hyde, Tim Garity, Joy Damian, Tim Smith, Dennis Bornmann and many others working behind the scenes never had time to notice if this was a regular Duncan Aviation customer or not; they became a Duncan Aviation customer the moment they called and asked for help! "*We help whomever needs help.*"

Duncan Aviation sales and technical representatives take thousands of calls from anxious operators needing assistance every year, many from operators who know Duncan Aviation to be *the* place to call for technical

advice. Many of our callers are unfamiliar with Duncan Aviation's myriad of services; most become regular customers after one experience with Duncan Aviation professionals.

Aircraft system failures are not limited to times aircraft are on the ground, they can and do occur in-flight. Duncan Aviation handles these situations similarly.

Jad Donaldson, Chief Pilot for Avfuel, experienced one of these system failures in-flight on a trip from Florida to Arizona. "Our number two FMS (Flight Management System) just went totally off-line in-flight," Donaldson explains. "We immediately got on our flight phone and called our project manager in Battle Creek, Rich Jones. That's all it took."

Rich immediately contacted Jim Wheaton, Avionics Technical Representative. Jim quickly pulled up the wiring diagrams for Avfuel's Citation XLS. Everyone from Battle Creek Engineering stayed on the call back to Donaldson. As they worked through the problem, Wheaton contacted Jim Davis and Wendell Rogers at Duncan Aviation's Scottsdale satellite facility. Wheaton and his Michigan team were sure they had solved the problem but Davis and Rogers would be required to implement the solution.

Avfuel's business took them to the far side of Scottsdale's airport. As the Citation taxied to a stop, Davis and Rogers rolled up to the aircraft in a golf cart with a Duncan Aviation logo. "We just needed to pull the correct circuit breaker panel and verify that it was the right relay," Davis explains. The FMS was function checked, the discrepancy occurred again and the correct relay was ordered for overnight, early morning delivery. The following day the relay was replaced, tested and the event entered in the log book.

Duncan Aviation teamwork and infrastructure took control of Avfuel's in-flight FMS problem and solved it! Avfuel lost no time on their four-day business trip; all connections were met and heroes established. At Duncan Aviation we see these types of occurrences from a holistic perspective outside what each individual customer perceives. For Duncan Aviation, these are not occasional incidents, they are daily events. When it comes to keeping you in the air, there is no comparison. 🛩️

Taming A Web Of CONFUSION

“I don’t want another facility opening up this control panel to see my work and think the same thing about Duncan Aviation or me that I thought when I saw this mess.”
– Chris Arellano



Chris Arellano was very recently promoted to Engineering Production Planner.



A “before” of a massive rewiring job in the shop at Duncan Aviation - Battle Creek.

Chris Arellano is a Duncan Aviation wiring technician who often works in close quarters within aircraft cockpits. This particular day, he opened the instrument panel of a Learjet 35 for an RVSM upgrade. Armed with a set of schematics provided by the customer, Chris should have been ready to get to work. Instead, what he saw made him sit back and shake his head. He was faced with a web of wires shooting in all directions, crisscrossing directly behind and all the way across the back of the instruments, and not leaving much room for movement.

Without having to consult the work history of the aircraft, Chris knew in an instant this was not performed by any wiring technician at Duncan Aviation. Because the bar of excellence requires a higher standard of performance for the Duncan Aviation Installations team, no wiring technician would be allowed to leave their work in such disarray, nor would they want to.

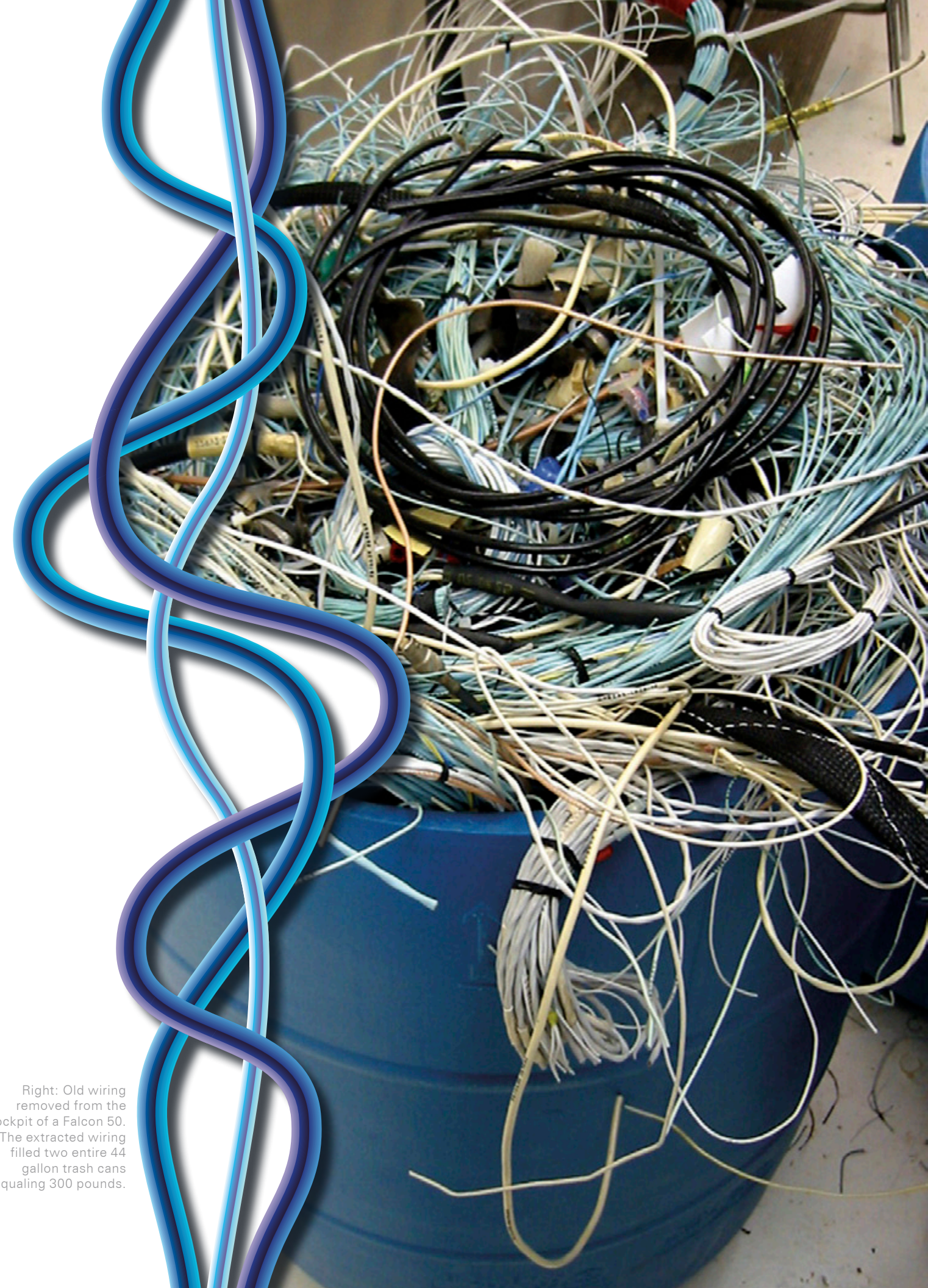
Every day, all of Chris’ work goes through a double inspection process, with the first set of eyes being his own. Chris doesn’t take this responsibility lightly. He makes sure his installations look professional and are safe now and for the future. When working behind instrument panels and floorboards, it is easy to perceive the quality and skill level of those who were there before.

“I don’t want another facility opening up this control panel to see my work and think the same thing about Duncan Aviation or me that I thought when I saw this mess,” he says.

After Chris is satisfied with his work, he asks a qualified installations inspector to take another look. One of the written codes of conduct for all work performed in Duncan Aviation’s installations shop is: DO NOT think anything is “good enough.” In other words, if it isn’t installed to the exact specification on the documentation and in a professional and safe manner, then it isn’t good enough. This code applies to everyone from newly hired wiring technicians to master sheet metal technicians and quality inspectors. The procedures were written by experienced Duncan Aviation install technicians to ensure that every time a work order is completed, the finished product is safe, maintenance-friendly and meets the shop’s high bar of excellence.

However, some things just can’t be learned from a list or in school; they require on-the-job training (OJT). To accomplish this, Duncan Aviation trains new technicians to recognize and strive for the highest level of performance by pairing them with seasoned veterans. This OJT passes a wealth of experience, valuable industry knowledge and a culture of excellence to each generation within a tight, cohesive team atmosphere. Team members work together to do more than what is assigned; they watch out for each other, making sure installations meet industry standards and, more importantly, the company’s expectations. This requires every technician to become aware of and take ownership of their personal performance and encourages them to operate at a higher level.

This means the double inspection process that begins with Chris actually becomes much more; it turns into a multi-layered quality process where many sets of eyes and mini-inspections happen along the way. Every department from airframe to interior supports each other and looks out for the work performed on each project. The holistic



Right: Old wiring removed from the cockpit of a Falcon 50. The extracted wiring filled two entire 44 gallon trash cans equaling 300 pounds.

goal is to deliver aircraft back to customers as good as or even better than when they arrived. After more than 190 incoming run checks performed by every department scheduled to work, everyone has an accurate picture of an aircraft's current condition and a plan to complete the work scope. During multi-shop work scopes, everyone keeps a special eye on avionics installations work, mainly because this shop's work goes in first and cannot be tested until an interior is completely installed. If there is a squawk, no matter the size, the interior must be completely removed to reconcile the issue.


Mark Kahle, Team Leader in the Duncan Aviation's installations department, welcomes the inspection opportunity that other departments provide. "We don't want the interior to have to be removed because of a simple oversight that could have been resolved before installation," he says. "It is in everyone's best interest to watch out for irregularities throughout the entire process."

The wiring technicians and sheet metal specialists in the install shop are just as diligent when it comes to watching out for others. Because they are crawling upside down and inside small, cramped areas to accomplish some of their work, they have discovered previously unknown squawks, such as potty leaks and corrosion. In order to adhere to the "DO NOT think anything is good enough" mandate set forth, many Duncan Aviation install technicians are kept busy having to re-do work from other facilities in order to correct precious installations and bring them to Duncan Aviation standards. This includes everything from replacing missing or bad nut plates to recreating wiring schematics from scratch. They do this not because they have to, but because it is the right thing to do. Avionics systems work together much better when that extra effort is given to get all racks and brackets installed securely and wires bundled and routed correctly and at a safe distance from instruments.

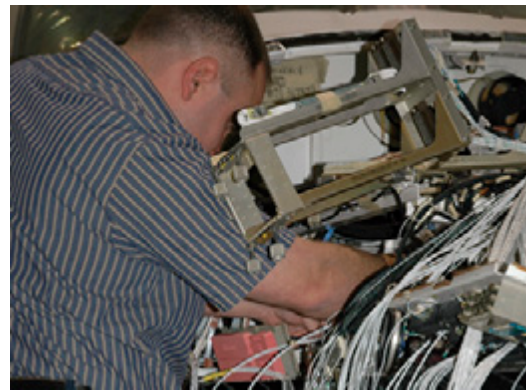
Some might wonder why any aviation maintenance facility would allow shortcuts like those taken in the Lear 35 Chris Arellano worked on. Rich Kempston, Avionics Installation Assistant Manager, offers a simple explanation. "They probably don't even know it is happening," he says. "Typically, no one outside of the technicians on the floor sees the work behind the panels."

Seventy percent of what the install technicians at Duncan Aviation do will not be seen by the customer or upper management. After the work is completed, it is covered up behind sidewalls, instrument panels and floor boards. The only time it will be uncovered is during a future maintenance event. This hidden situation may cause some to take unnecessary shortcuts only to save a little bit of time and make a few extra dollars. Rich adds, "You always get what you pay for."

Knowing in all likelihood the customer would not see his work, Chris could have performed only what was necessary to complete the work scope and then forced the instrument panel back into place. Instead, beginning at the rear of the airplane while running new wires, he moved the existing wires to follow a more efficient path, adding couplers and bindings. The extra length found along the way was used behind the instrument panel to allow the wires to run at a safe distance from the new instruments. Before Chris turned the head of the final screw to secure the front instrument panel, the web of confusion that he first encountered had been swept away and in its place were well-marked and organized wire bundles matching exactly to a set of drawings provided back to the customer.

It is likely that the next time this panel needs to be removed, it will be done by Chris or another Duncan Aviation installation technician. Without having to consult the work history of this aircraft, the wiring technician will know in an instant this was performed by a professional who cared about his work and his customer. 

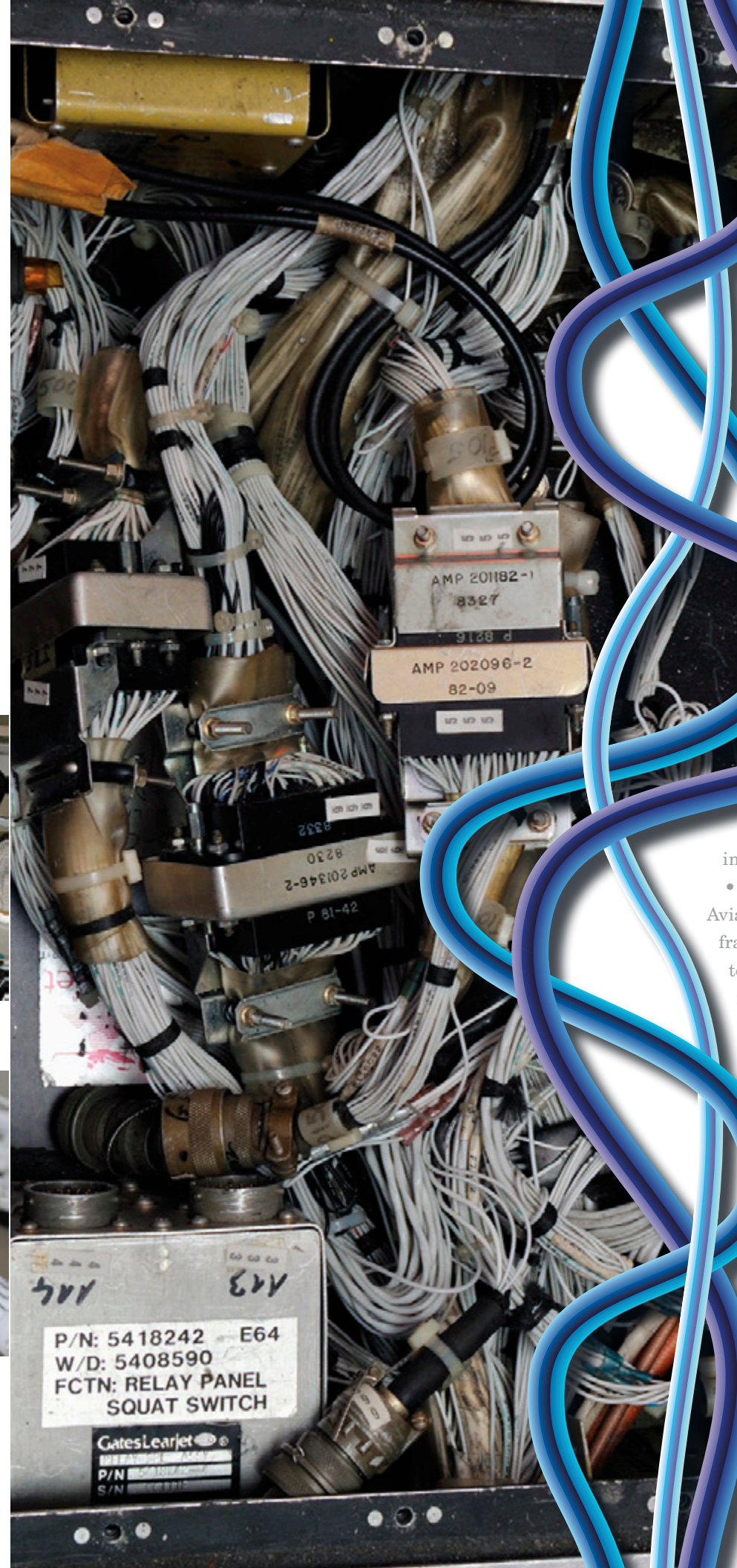
One of the written codes of conduct for all work performed in Duncan Aviation's installations shop is: **DO NOT** think anything is "good enough."



An Astra 1125 being rewired for a Rockwell Collins Pro Line 21 installation.




Example of our wire labeling system.



Delivering a Better PRODUCT

While inside some of the smallest spaces of an aircraft or straddling the fuselage from above, Duncan Aviation installation professionals have discovered a myriad of unknown squawks that have saved customers future headaches or unspeakable tragedies. Here are a few examples:

- Tom Burke, a Duncan Aviation sheet metal technician, discovered cracked paint exposing corrosion underneath while installing an antenna on a Falcon 900. If left unattended, corrosion can spread like cancer and cause fatigue in the fuselage.

- While inside a Gulfstream G-I, Duncan Aviation sheet metal technicians discovered the frame was badly damaged and cut away in spots to make room for other installations. This modification was performed many years before industry experience and the FAA put in place more stringent regulations. Part of the bulkhead was rebuilt and fused into the existing frame. If left alone, this may have potentially caused a fatal accident.
- A fire aboard a Falcon 20, caused by an old APU, damaged more of the interior structure than first thought by the customer. Sheet metal technician Wesley Burgess, while installing the new APU, discovered that the interior structure needed to be reinforced and the whole area rewired and insulated. 

Left: A recently finished nose of an aircraft wired by Duncan Aviation technicians. Each and every wire is labeled and organized into bundles.

WHEN PASSION GETS TECHNICAL

In only a few millennia, humans have transitioned from the Stone Age, through the Industrial Age and into the Information Age. Today, information is important for every type of business enterprise. It is especially important in aviation. The changing nature of aviation and constant governmental and OEM requirements mean that operators need to stay current with the most recent information available.

In 1997, Duncan Aviation wanted to provide operators with critical information in a timely fashion about their airframes. The idea was a simple one, publish brief technical articles on Duncan Aviation's core airframes and fax the publications to mechanics, operators and flight departments to demonstrate Duncan Aviation's technical expertise and provide valuable information about the airframes they maintain. Soon Citation, Falcon, Learjet, Hawker and Astra/Westwind operators received their first editions of the new *Duncan Intelligence* newsletters. The first newsletter topics included things like, "Use the Right Crimping Tool," "A Look at AlliedSignal SB 72-3613" and "TFE-731 Breather Valves."

There was no sales pitch or hidden agenda – just information sharing about what Duncan Aviation technicians and technical representatives encountered on a regular basis. It was a way for flight department mechanics and crews to "look over the shoulders" of Duncan Aviation experts as they unveiled the large and small aircraft idiosyncrasies they found in their day-to-day work. Service bulletins, important OEM information and many other items were covered. They were the tips operators wanted and needed to know.

It didn't take long to realize the program was a big hit. Operators were given the option to "opt in" to the list or cancel

the free "subscription." Nearly all of them chose to keep the newsletters coming. In fact, if new editions weren't kept on schedule, Duncan Aviation got phone calls from customers looking for the missing editions. Subscribers were also very interactive with discussions about some of the articles.

"We see these publications as a communication tool with the industry," explains Ron Grose, one of Duncan Aviation's Falcon Technical Representatives. "We share what we know and we love to hear feedback from technicians in the field."


As Duncan Aviation grew, so did *Duncan Intelligence* newsletters. New capabilities and personnel translated into technical experience on new airframes and services. Soon Gulfstream and Challenger airframes were added along with new engine newsletters including TFE731, Pratt & Whitney and CF34. This summer, a new King Air newsletter was added. Customer demand for these newsletters is constant. In the beginning, Duncan Aviation sent about 2,000 faxes per quarter. Today the number is more than 18,000 e-mails and faxes...and that number is growing. All current and archived *Duncan Intelligence* newsletters are available online at www.DuncanAviation.aero/intelligence, as well as information about how to subscribe.

Customers routinely use the information and archive the *Duncan Intelligence* newsletters provided by Duncan Aviation experts. In fact, a few years ago, Dennis Brewer, a Duncan Aviation Regional Manager, stopped into the TXU flight department to visit with Director of Maintenance Joe Fulco. Joe had been trying to resolve an engine problem and hadn't received any answers from either the engine or airframe OEMs. The day Dennis

came to see Joe, the *Duncan Intelligence* fax arrived and it addressed the same issue Joe was trying to get answers for. Joe's first words to Dennis were, "I'm very impressed with your people at Duncan."

In 1999, the *Duncan Intelligence* newsletter concept expanded into another popular Duncan Aviation offering, the *Intelli-Conference*. *Intelli-Conferences* were live versions of the technical publications and offered classes at Duncan Aviation facilities on a wide range of technical topics. Hundreds of aircraft maintenance professionals have attended these informative symposiums over the years, receiving technical training and IA renewal credit for some of the classes.

In 2001, we added Straight Talk books to the lineup. Prompted by the complex RVSM mandate, our first edition *Straight Talk about RVSM* was snapped up so quickly that we had to print more to keep up with demand. *Straight Talk about TAWS* followed soon after and also required two printings. This year, we published *Straight Talk about Satcom and HSD* and expanded the Straight Talk concept to include online tools and a web-based update service. All editions are available online at www.DuncanAviation.aero/straighttalk.

Duncan Aviation's passion for leading the way on complex, technical issues and the open sharing of our expertise are just two examples of Duncan Aviation's brand promise to our customers – "We are your knowledgeable friend who cares enough to provide personal guidance, innovative services and ongoing support." 

Duncan Intelligence [by the Numbers]

[11]

Duncan Intelligence newsletters:

Learjet
Hawker
Falcon
Astra/Westwind
Citation
Challenger
Gulfstream
King Air
TFE731 Engine
Pratt & Whitney Engine
CF34 Engine

[26]

Duncan Aviation Tech Reps
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[3] Go to www.DuncanAviation.aero/publications and click the *Subscribe* button

[4] Call Jill Jarosz at 402.475.2611 Ext. 1129



Duncan 411

NEWS & TECH UPDATES

n. (duncan aviation): the largest, family-owned aircraft support organization with a history of trying new ideas and an ability to innovate and transition itself into emerging trends.

The "Duncan 411" addition to the *Duncan Debrief* is meant to keep you up-to-date on the continually changing aviation industry. In it, you will find Duncan Aviation news and technical updates that may affect you or your aircraft.



DUNCAN AVIATION LAUNCHES STRAIGHT TALK LIVE TOUR

This summer, Duncan Aviation began taking its extensive avionics experience on the road with its Straight Talk Live Tour, the latest addition to the company's popular Straight Talk series. Traveling to popular business airports throughout the United States, the tour provides first-hand demonstrations of the most common aircraft communications systems available. Along with the Straight Talk about Satcom book and online tools published earlier this year by Duncan Aviation, it gives operators valuable insight into the complex aircraft communication and data market.

Sponsors of Duncan Aviation's Straight Talk Live Tour include the following: Aircell, International Communications Group (ICG), Thrane & Thrane, TrueNorth Avionics, Rockwell Collins, Honeywell, SatCom Direct and EMS Technologies. All sponsors have equipment in the modified van that is travelling the country over the next 18 months.

The van will be in Orlando during the annual NBAA Convention in October. A complete schedule and reports from the road can be found at Duncan Aviation's website. Check www.DuncanAviation.aero/straighttalk often for the latest information.

In addition to the tour, Duncan Aviation has developed a booklet and online planning tools to help operators select the best Satcom and High Speed Data options

for their aircraft. By making just a few clicks, operators can view the book and print a customized list of communication upgrades available for their aircraft. If they take a few extra

minutes to fill out a short survey, one of Duncan Aviation's avionics experts will give them all of the information they need to help them make the best choice for immediate upgrade or guide them on what they might consider in the future.

The entire Straight Talk lineup, including tour information, the book,

the online tools and previous publications, can be found at www.DuncanAviation.aero/straighttalk. As always, the information is free.

n. (straight talk): straight-forward answers to your questions concerning the latest trends in the aviation industry.



DUNCAN AVIATION HOSTS STRAIGHT TALK SESSIONS AT NBAA

Duncan Aviation will sponsor two Straight Talk sessions at the NBAA Convention this October in Orlando. The sessions are designed to provide a maximum amount of easy-to-understand information in a minimal amount of time. The interactive sessions will also provide operators

with a chance to ask the questions they most want answered. Join us at the following dates, times and locations to get straight answers.

Monday, October 6 — Straight Talk about HSD/SatCom and WAAS/LPV, South Hall Room 310D.

Tuesday, October 7 - Straight Talk about CPCP/Aging Aircraft, Protecting Your Aircraft Interior During Maintenance, and Exterior Paint, South Hall Room 310D.

You may also visit Duncan Aviation at the convention at Booth #5100.



John Stahr

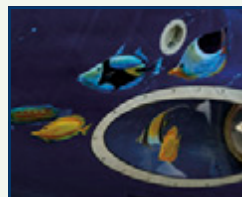
SAY "ALOHA" TO A UNIQUE PAINT SCHEME

Duncan Aviation recently worked with aviation artist John Stahr to provide a unique mural-like paint scheme on a Falcon 900. Operated by Capital Flight, LLC, the aircraft's exterior design features realistic ocean and Hawaiian scenes painted by John. A pilot for 13 years, John flies for fun, travel and to obtain first-hand references for his artwork.

As owner of Stahr Design in Eugene, Oregon, John has more than 20 years of experience creating large-scale high-

end vehicle graphics for coach buses and various aircraft models. Duncan Aviation has talented designers and paint technicians on-staff, but is willing to work with an operator's preferred vendor if the customer requests. ☎

n. (customer satisfaction): a state of mind unique to each customer and enhanced by tending to specific needs.



DUNCAN AVIATION OPENS NEW AVIONICS SATELLITE SHOP

Duncan Aviation recently added two more avionics satellite locations, located in Sacramento and Hayward, Calif.

The shops are managed by Gene Dannenberger, a five-year Duncan Aviation team member and a 30-year aviation professional who most

recently has been keeping customers happy in Colorado's high country. There are four technicians who staff this shop. They are Roy Wilson, Craig Ehlers, Chris Gonzales and Greg Gancarz. Together, the four of them have more than 60 years of aviation experience.



LEARN ABOUT COCKPIT LCD BENEFITS

Whether you learn best through reading or listening, you can now learn more about Glass Box Project cockpit retrofits through an Avionics magazine Tech Report and an AviationToday.com podcast. Both the report and the podcast are available on Duncan Aviation's website at www.DuncanAviation.aero/gbp.

The report, written by avionics industry veteran Jim Ramsey, discusses the benefits of installing LCD displays in the cockpit as well as the solutions available through Duncan Aviation's Glass Box Project initiative.

The 15-minute podcast from AviationToday.com includes interviews with Duncan Aviation's Glass Box Project representative Andy Biller, Duncan Aviation's Pro Line 21 Specialist Dave Pleskac and Duncan Aviation's EPIC CDS/R Specialist Gary Harpster.

Of course, you may also pick up the phone and dial 800.228.4277 and ask to speak with Andy Biller. Andy would be happy to discuss with you the benefits operators who have installed the systems have realized. ☎

Simple. Smart. Straight Talk.

Straight Talk about Satcom and HSD from Duncan Aviation.

In Duncan Aviation's latest entry in our popular Straight Talk series, our avionics experts provide insight into the complex aircraft communication and data market, including satellite communications and high-speed data. Available online and in print, this free book will aid you in finding the perfect solution for your communications needs. In addition, we have developed an online planning tool to help you select the Satcom and High-Speed Data options that fit your aircraft best. For a copy of our Straight Talk books or more information about any of Duncan Aviation's services, contact us at 402.475.2611 or 269.969.8400 or visit us online at www.DuncanAviation.aero/straighttalk.

The main satellite shop is located at the following address:

Duncan Avionics - Sacramento
10360 Macready Avenue
Rancho Cordova, CA 95655

That shop has a Work Away Station located at:

Duncan Avionics - Bay Area
19990 Skywest Drive
Hayward, CA 94541

The Duncan Aviation avionics satellite network now has 23 locations across the United States to help keep you in the air. Visit www.DuncanAviation.aero for a complete listing. ☎



Duncan Aviation's Gary Harpster (right) accepts Aircell's 2007 Dealer of the Year.

airborne communications company Aircell. The award is based on a combination of factors, including commitment to serving customers, technical expertise and sales performance demonstrated during the year. This marks an unprecedented third time Duncan Aviation has received this award since it was initiated in 2001.

"Duncan Aviation is proud to be honored with Aircell's Dealer of


AIRCELL 2007 DEALER OF THE YEAR

Duncan Aviation's Lincoln, Neb., location was recently named 2007 Dealer of the Year for the business aviation market by

the Year Award for 2007," says Gary Harpster, Avionics Sales for Duncan Aviation. "Our goal in this industry has always been to provide our customers with the best possible product for their investment. Aircell is a company in this market for the long haul, and their broadband solution will revolutionize the way people spend their time on corporate aircraft. Having high-speed connectivity in the air will soon be as standard as carrying a cell phone on the ground."

Andy Geist, Aircell Senior Vice President, Business Aviation Solutions, comments that "Aircell and its dealer network share a mission of helping aircraft operators get the most out

n. (aircell's dealer of the year): an award given based on commitment to serving customers, technical expertise and sales performance.

of their airborne communications. Particularly as we bring our revolutionary broadband systems to market later this year, Duncan Aviation's consultative approach to communications and deep technical resources will continue to be of tremendous value to our mutual customers." 


AVIATION CAREER DAY 2008 LETS STUDENTS EXPLORE POTENTIAL AVIATION CAREERS

On October 17, about 600 juniors and seniors from two high schools in Nebraska will be exposed to the plethora of exciting and satisfying career opportunities offered in aviation. Adjust Your Altitude 2008 is an aviation career fair open to exhibitors from across the nation and is being organized by team members from Duncan Aviation, the Strategic Air & Space and Museum, and Lincoln and Omaha Public Schools.

"With the predicted technician shortage and a general decline in interest in aviation with high school and college graduates, this aviation career day is being organized as a long-term effort to reverse this trend," says Rich Baeder,

Manager of Government and OEM Programs at Duncan Aviation. "Our goal is to educate students about all of the unique career opportunities in aviation and pique their interest in our industry."

Participation is expected from colleges and universities, aircraft manufacturing and service companies, airlines, aviation media, government agencies and military organizations.


The event will be held Friday, October 17, at the Strategic Air & Space Museum between Lincoln and Omaha, Neb. For more information, visit www.aviationcareerday.net. 



DUNCAN DEBRIEF RECEIVES AWARD



The Duncan Debrief customer magazine was recently recognized as a Prism award winner by the Lincoln, Nebraska, chapter of the American Marketing Association. The Debrief competed with entries submitted by national advertising agencies and large multinational corporations. Congratulations to the internal Duncan Aviation marketing communications team for their hard work on the publication.

To change your contact information or to subscribe to the Debrief, visit www.duncanaviation.aero/publications/debrief. Or call Jill Jarosz or Brian Ryba at 800.228.4277 or 402.475.2611. 

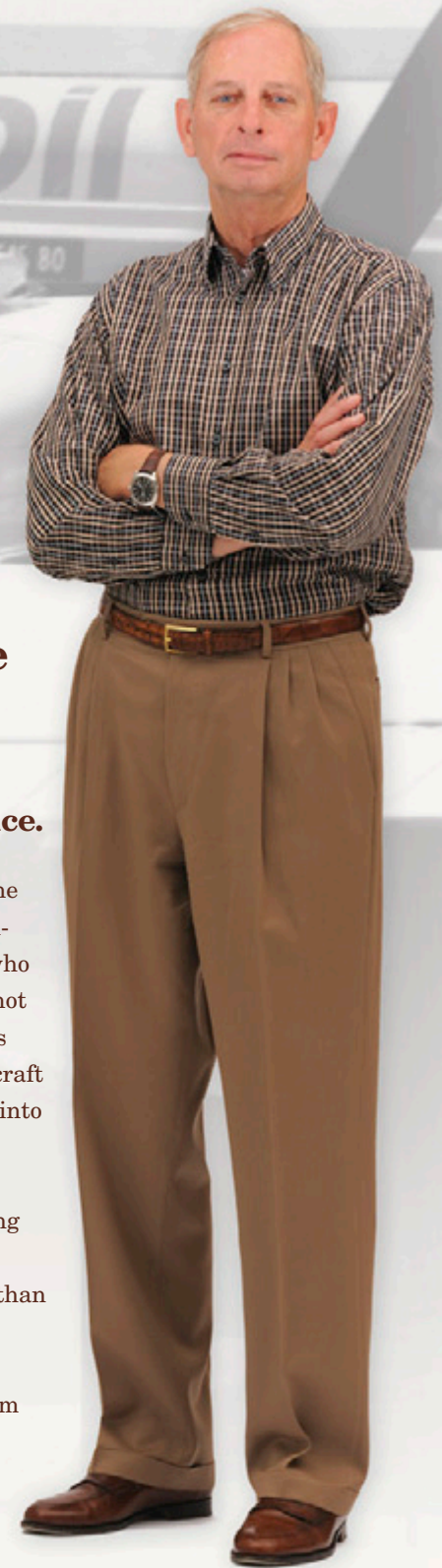
He doesn't do line service anymore.

But he'll jump into action for you at a moment's notice.

In 1968, Bob McCammon was a Line Services Representative providing on-the-spot-services to every customer who landed at Duncan Aviation. He may not check oil levels anymore, but 40 years later, Bob and Duncan Aviation's Aircraft Sales & Acquisitions team still jump into action for you at a moment's notice.

Whether you are buying or selling your first aircraft, upgrading or adding to a fleet, you won't find faster, more comprehensive or competent service than you will at Duncan Aviation.

Bob.McCammon@DuncanAviation.com
www.DuncanAviation.aero
 800.228.4277



Aircraft Listings

Our inventory is always changing. Visit www.DuncanAviation.aero for more information on our current aircraft listings.



1998/99 Falcon 900EX, SN 037



1999 Falcon 2000, SN 073



1988 Challenger 601-3A, SN 5016

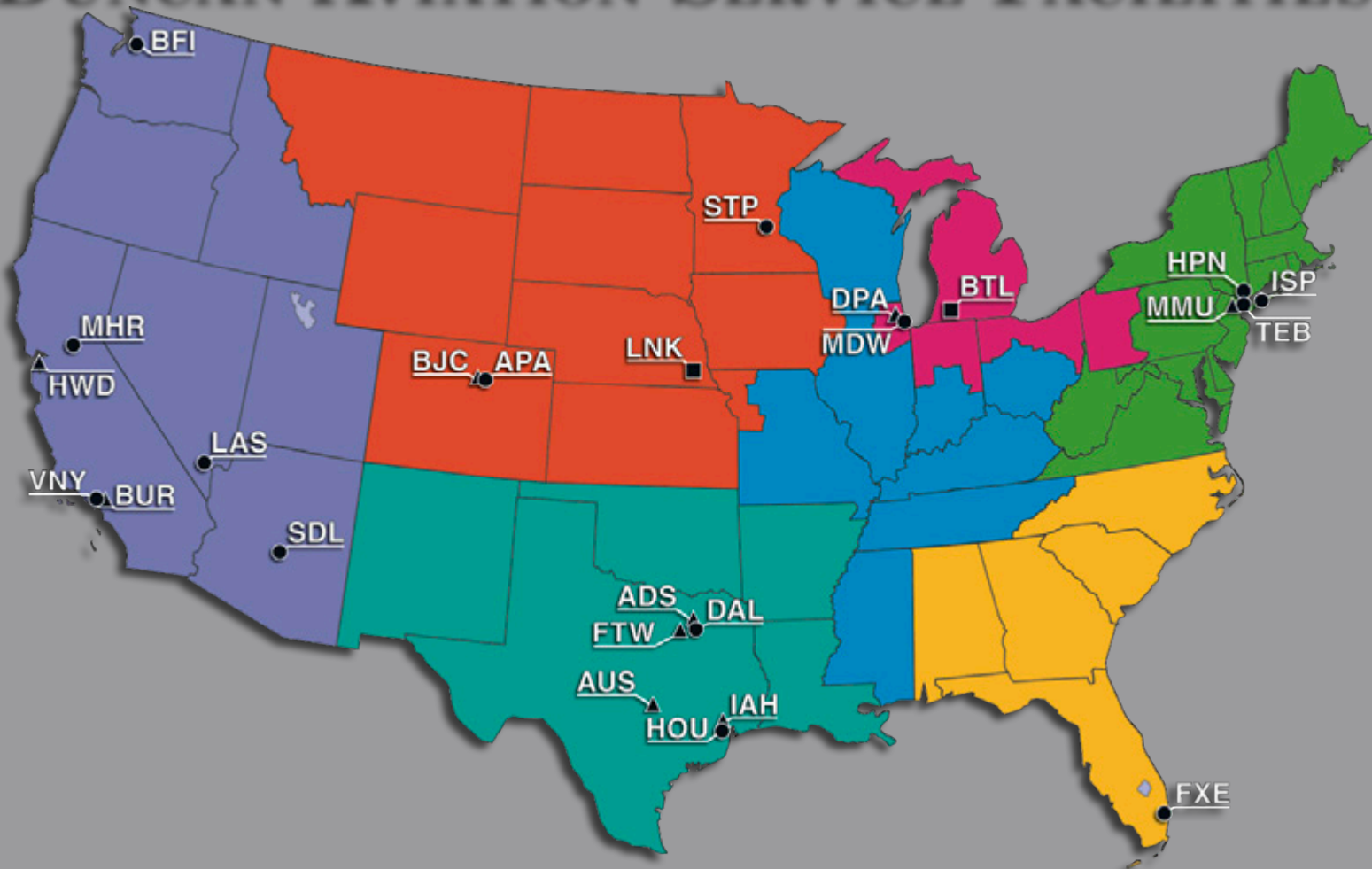


2002 Citation X, SN 750-0185



1992/93 Gulfstream G-IV, SN 1203

DUNCAN AVIATION SERVICE FACILITIES



■ COMPLETE SERVICE FACILITIES

LNK	Lincoln, Nebraska	800.228.4277
BTL	Battle Creek, Michigan	800.525.2376

○ AVIONICS INSTALL & LINE SERVICE FACILITIES

APA	Denver, Colorado	Bob Hazy, Manager	303.649.1790
BFI	Seattle, Washington	Mike White, Manager	206.764.3962
DAL	Dallas, Texas	Kent Beal, Manager	214.352.3468
FXE	Ft. Lauderdale, Florida	Brian Redondo, Manager	954.771.6007
HOU	Houston, Texas	Sean Maddox, Manager	713.644.0352
HPN	White Plains, New York	Bill Gunter, Manager	914.686.8294
ISP	Long Island, New York	Matt Nelson, Manager	631.981.1080
LAS	Las Vegas, Nevada	Mark Francetic, Manager	702.262.6142
MDW	Chicago, Illinois	Derrick Hayden, Manager	773.284.4600
MHR	Sacramento, California	Gene Dannenberger, Manager	916.231.0943
SDL	Scottsdale, Arizona	Jim Davis, Manager	480.922.3575
STP	St. Paul, Minnesota	Jeff Delisle, Manager	651.209.8430
TEB	Teterboro, New Jersey	Jeff Glanville, Manager	201.288.1550
VNY	Van Nuys, California	Tony Russo, Manager	818.902.9961

△ AVIONICS LINE SERVICE FACILITIES

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AUS	Austin, Texas	Kent Beal, Manager	214.352.3468
BJC	Broomfield, Colorado	Bob Hazy, Manager	303.410.7053
BUR	Burbank, California	Tony Russo, Manager	818.955.8413
DPA	West Chicago, Illinois	Derrick Hayden, Manager	630.444.0650
FTW	Ft. Worth, Texas	Kent Beal, Manager	817.740.9266
HWD	Hayward, California	Gene Dannenberger, Manager	916.231.0943
IAH	Bush Intercontinental, Texas	Sean Maddox, Manager	281.821.2689
MMU	Morristown, New Jersey	Jeff Glanville, Manager	973.326.1110

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