

**Business Aviation
E-Valuation Toolkit Video Script**



Ed Bolen and Pete Bunce Introduction

PB: Hello, I'm Pete Bunce, president and CEO of the General Aviation Manufacturers Association.

EB: And, I'm Ed Bolen, president and CEO of the National Business Aviation Association.

PB: Thanks for spending some time exploring this new online resource. GAMA and NBAA are providing it as part of our jointly-sponsored No Plane No Gain advocacy program.

Those of us in business aviation know that a company's airplane helps it be more efficient productive and successful. Simply put, a business airplane is the sign of a well-managed company.

This reality has been confirmed time and again. In fact, a recent study found that companies using business aviation outperform those that don't.

Of course, there are a host of *other* benefits provided by business aviation.

- Our industry supports over a million U.S. jobs in aircraft manufacturing and flight support.
- Our manufacturing industry is one of few remaining that still contributes positively to the U.S. balance of trade.
- Business aviation provides a lifeline to communities with little or no airline service, and supports people and communities in times of crisis.

But we also know that the industry has been mischaracterized – often as excessive and unnecessary.

Through No Plane No Gain, GAMA and NBAA have been working hard to correct those misperceptions. We want people to understand that business aviation is essential to citizens, companies and communities across the country.

While the work being done by NBAA and GAMA will continue, the *people* in our industry need to make their voices heard.

EB: That's the idea behind this online resource. We want to give you the tools to help you and others in the industry quantify – and communicate about – the value a business airplane provides to companies like yours.

This toolkit identifies five basic resources every company in business aviation should have for measuring an airplane's value – regardless of the size or type of the business involved.

Those are:

- A policy statement for use of the company's aircraft.
- A method for establishing metrics to quantify the value of your aircraft's use.
- A document-retention program to catalogue relevant information about the missions conducted with the aircraft.
- A presentation for your company's internal audiences, so that your co-workers can become advocates for your flight operation, and
- A presentation for external audiences – including the news media, lawmakers and others – so that your company can promote the benefits of business aviation.

This toolkit contains essential guidance – documents outlining best practices, sample templates and other resources – to help you clearly explain how your company's aircraft helps advance the organization's overall business objectives.

The documents are accompanied by a series of tutorial videos that walk viewers through the key considerations for developing the five resources.

Each of the presenters outlines the best practices currently used to measure and explain business aviation value. The presenters also provide tips and tools for applying those best practices to *your* company.

We at NBAA and GAMA will continue to provide tools to help you advocate for your business aviation operation, and the industry as a whole. We think you'll find this toolkit an indispensable part of that effort.

Thanks for watching.

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