



**NATIONAL
BUSINESS AVIATION
ASSOCIATION, INC.**

1200 EIGHTEENTH STREET NW, SUITE 400
WASHINGTON, DC 20036-2527
TEL: (202) 783-9000 • FAX: (202) 331-8364
E-MAIL: info@nbaa.org • WEB: www.nbaa.org

August 6, 2003

Mr. Brent Jones
Letters Editor
USA TODAY
7950 Jones Branch Dr.
McLean, VA 22108

Dear Mr. Jones:

Gary Strauss' August 5 article on corporate aviation ignores the economic drivers and benefits of this important transportation sector – a highly competitive, market-based system directly fueled by consumer choice.

Business aviation is arguably more important as part of the nation's transportation mix and consumer choice in the post-9/11 environment than ever before because of the increased need for security and efficiency. Just as goods and services must move from where they are produced to where they are purchased, corporate officials need to move quickly and in a secure environment that maintains the productivity for which they are accountable to senior management and their boards.

Since 9/11, businesses have increased their use of company-owned aircraft for employee travel. Due to security concerns, some companies have instituted policies that key employees (senior executives) utilize corporate aircraft for all travel, including personal trips. Surveys indicate that of the thousands of flight hours logged per year by corporate executives, only a very small percentage may be for personal use consistent with company policy, and these hours represent just one component of an executive's overall compensation.

The Strauss article also ignored the demonstrated and over-arching benefits of business aviation, all born of a marketplace need for increased corporate efficiency. In this heightened environment of corporate transparency and shareholder accountability, business aviation continues to grow. Why? Because of the demonstrated efficiency and flexibility corporate aircraft bring to corporations operating under growing expectations for financial performance and shareholder value. Studies have repeatedly illustrated that businesses using corporate aircraft consistently are ranked among the top performers in the areas of productivity, efficiency and profits.

In today's global marketplace, the ability to get to meetings and remote locations quickly and safely while providing an efficient work environment means that businesses can create a better bottom line and provide needed growth for today's difficult economy.

Sincerely,

A handwritten signature in cursive script that reads "Shelley A. Longmuir".

Shelley A. Longmuir
President

cc: Gary Strauss