

# Desert Dialogue

From the President ....



2009 has been a good year for Southwest Airmotive, and we have accelerated our move forward to reach the next plateau of our business development. We have a firm handle on our business: we know exactly where we've been; we know exactly where we are; and we have a clear vision of where we're going. I would not be able to say that if it weren't for the continued support of our clients and vendors who share our vision, each in his own personal way. Very soon, you will be able to see the physical, positive effects of our progress in 2009.

I am very pleased and excited to announce that we have agreed in principle to relocate the company to a nearby airport, which will give us fly-in capability in 2010. We are currently in the design phase of the facility and hope that construction starts sooner than later. In September, my old friend and business associate Gene Kraay and I visited the location and discussed the project with the business owners and tenants who currently operate from the same airport. Both of us slapped our foreheads simultaneously and said, "I coulda' had a V-8!" The situation is perfect for our business.

We were reminded of the energy we felt when we traveled together and visited facilities around the world and business owners from coast to coast to discuss our own business and how it could better serve our clients past, present and future. We were reminded that to succeed, we must maintain the passion for our business and we must exercise the discipline to stay on course to achieve our goals regardless of what obstacles we confront.

We were reminded how thankful we are to be a part of this business and to be members of the aviation community we serve. I look forward with great anticipation to introducing you to our new facility in 2010. In the meantime, we will continue to acknowledge the support you have given us as vendors and clients. Upward and Onward!



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As we move forward in 2009, we will continue to expand the content of our quarterly newsletter. If you have thoughts and ideas you'd like to share with us in these pages, or maybe questions whose answers might benefit your fellow PT6 operators, please forward them to us at

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We'll respond ASAP.

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*"Do it once and do it right!"*

Find us on the Web:

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## Rock Solid ....



*As a student pilot at Moody AFB in 1971, I learned the “7 P’s:” Proper Pre-flight Planning Prevents P\*\*\*Poor Performance... Dwight and I share that philosophy, and our planning is paying off.*

I was truly blessed to be one of those individuals who had the opportunity to fly the F-106 Delta Dart, the last of the century series aircraft. Indeed, that single-seat aircraft enabled me – in John Gillespie Magee’s immortal words – to “slip the surly bonds of earth and dance the skies on laughter-silvered wings” at speeds well in excess of Mach 1. But my Steve Canyon days ended abruptly with medical retirement. In my darkest hour, I met Dwight Cox. We’ve been partners ever since, and I’m proud to call myself his ‘wingman’ today at Southwest Airmotive.

Southwest is the fourth aviation company I’ve been associated with during the last 25 years, the third with Dwight. Throughout 2009, computer technology has enabled me to monitor the organization from my home in Defiance, Missouri, and I travel to Arizona and work at the facility every two months or so. On my last trip – much to my wife’s delight – I purchased a home and we’ll be spending the majority of our time in Tucson now.

I’m energized and motivated whenever Dwight and I get together. It was that way at Sabreliner Corporation when we met in 1984, and it remains that way today. We’ve come a long way since Dwight “tech-rep’d” at Sabreliner while I wrote flight manuals. We’ve bought and sold companies, and we’ve managed a pair. But last week in Tucson, I told Dwight that of the aviation companies we’ve been associated with, Southwest is in the strongest position. Together, Dwight and I monitor every engine that comes

into the facility and every engine that leaves; we count every penny that comes in and every penny that goes out. We know the lay of the land, and we can look to the end of the year confident that we’ve productively covered a lot of ground and will end the year in a strong position fiscally, physically and psychologically. If we asked for more, we’d only be selfish.

As a student pilot at Moody AFB in 1971, I learned the “7 P’s:” Proper Pre-flight Planning Prevents P\*\*\*Poor Performance. I’ve applied that concept throughout my professional career, and I’ve learned the benefits to my personal life as well. Through our association, Dwight and I share that philosophy, and our planning is paying off. Like many companies in these difficult and dangerous economic times, we face our share of obstacles, but our planning and our positive attitudes insure that our obstacles are short-term, not long-term.

As Dwight said on the front page, Southwest is taking a bold but well-thought out step as we relocate to a new facility in 2010, which will give us fly-in capability. We’ll handle our short-term obstacles and we’ll successfully navigate these difficult times to insure a quality product for our clients, a rock solid and reliable business relationship with our vendors and positive and productive growth for our company.

Gene Kraay