

# Desert Dialogue

## Southwest's Foundation

As Southwest Airmotive enters its fifth full year of operations, we've made some significant changes. This newsletter is an example. We have committed ourselves to produce a quarterly newsletter to keep you, a member of our growing customer base and our expanding personnel roster informed of the directions we are headed.

We are keen and sensitive to the requirements of our clients. Today's economy leaves little room for error. We've laid a solid foundation for the company and future expansion will be geared exclusively to strengthening our technical base.

We are indeed committed to our core values, values that start at home, values that our own families are founded on. My immediate family and I gave life to this company and reintroduced the name *Southwest Airmotive* to the industry in the final months of 2004. My wife Letty, my daughter Tara and her husband Dax have all played pivotal roles in our growth. After the initial four years, I have solicited the help of friends and associates with whom I have worked nearly my entire, professional career in aviation to help us spread the word and manage the organization as we process more and more engines each year.

After 30 years in this industry, I know that to provide the quality product we advertise so that we can create a base of satisfied customers, we have to maintain fitness in what I always refer to as the four pillars of business: operations, finance, administration and sales. You can slice and dice those four words, but ultimately every aspect of business falls within one of those areas. Each pillar has to be solid. A weakness in one can't be covered by the strength of another.

I've also learned that it's not the number of people in the organization that counts; it's the quality of the people that matters, and each person's commitment to the success of the organization, the success of fellow workers and to the well-being of the clients we serve.

I am proud to lead Southwest Airmotive Corporation into its fifth year. I look forward to working with you as we raise the bar for our company and for the industry we are an important part of.



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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

[jkraay@southwest-airmotive.com](mailto:jkraay@southwest-airmotive.com)

We'll respond to them ASAP.

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

Find us on the Web:  
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