

The Kama'ilio 'Ana
 The Conversation
 - to communicate the news of our team's continued contribution in support of our aviation partners and customers.

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This one's for you...

What is this? This, my friends, is a fresh and long overdue step for Bradley Pacific-continuing a newsletter that has been inactive for years. This newsletter is going to be distributed at the end of every quarter to help communicate what is going on within Bradley Pacific Aviation, its employees and some of its customers. This has been designed with you in mind, with things that you may find interesting, acknowledgements of different people within the com-

pany, and information you may find useful or funny. We want this to be your newsletter. We want this to be an avenue for you to express your thoughts and ideas and for you to ask questions and receive answers that would benefit everyone. If you would like to write an article, have a big event you'd like to share or have anything you would like to see in future issues, let your station manager or admin. person know. We

are trying to broaden the lines of communication between all islands and a newsletter is a great way to do that. There will be articles featuring certain people, different benefits that the company offers that you may or may not know about, and updates from different stations on any challenges that were overcome. Check out the back page for the current job openings at each station for any friends or family you have. This newsletter is for you so enjoy!

The Maui Summer Crunch

This summer has been no exception to the summer rule on Maui: It's busy. With 55-60 commercial planes being fueled every day by dedicated employees, looking forward to a nice "break" when fuelings between the summer and holiday season drop to about 35 planes a day seems like a small vacation. During the slower months, Maui pumps about 120,000+ gal. of fuel into helicopters, commercial and corporate aircraft. In fact, the corporate side experienced an extended period of activity this summer with 116 jets during July-September, compared to 106 jets in 2005. Maui's Station Manager, Nick Pechin says, "Maui's summer crunch went much better than the previous year even with the highest commercial volume yet for OGG. Going in, our commercial customers wanted an assurance of better on time performance than summer

2005. The necessary elements to meet those expectations, two additional trucks, experienced maintenance support, adequate staffing, participation from the airlines and some good luck combined to make summer 2006 a nearly event free peak period. The real applause goes to the fuelers and Leads who dedicated a huge effort equal to the task." Val Lincoln, Maui's Commercial Ops. Supervisor says, "Operation wise, the challenges that we have, basically, is our fuel storage. This is always a problem for OGG. During

the busy seasons, Christmas and summer, trying to get everything out on time" creates added demands too. Maui has 2 crunch periods during a normal working day, "lunch crunch" and during the night around 2000-0000 where all of the mainland flights fuel for departure. "Looking forward to a busy and smooth holiday season is what we are all working and preparing towards during the summer" says Brooke Curry, Office Manager at OGG.





Lihue Transitions by Terry Mooney

Aloha paradise, Kauai calling...

Bradley Pacific Aviation, Inc. Lihue Station. Could it get any better than this? This is kinda the birthplace of our company. How do I know this? Because I was here. Looking into the past, I see Bob Yosaitis and Tom Anusewicz looking out a big picture window in the Lihue terminal as the first UAL 757 taxis up to the jet-way. (Remember the hurricane had left Kauai un-touristable for a few years!) BP- I pulled under the wing, and the first BPA jet fuel began to flow. How time flies...

Entering Bradley Pacific's office today, I'm greeted by the smell of new leather coming from the corporate crew area. Looking all the while like a modern FBO, I'm reminded, it is! With the airport's permission, we were able to construct a wall that has more than doubled our office size. And under Laurie Kimura's watchful eye, the remodeling has transformed the Lihue office into a real showplace.

What was once a "one" flight a day station has now turned busy. Lihue's commercial flight

line now plays host to four United flights, two American, and one American West each day. Corporate traffic has increased some 107%. Do I even need to mention Aloha, HAL, Fed-Ex, Alpine, or our other "phone call" customers?

On Lihue's ramp, the "only ramp master fleet" consists of two 10,000 gal, and one 7,000 refueler. Our staff of 8 highly trained, highly motivated line service personal stand ready to meet the tasks with a smile and a "shaka". This is Bradley Pacific Aviation, Inc. Kauai Style!

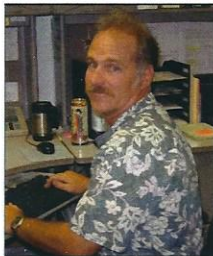


Teamwork...

"It's amazing how much you can accomplish when it doesn't matter who gets the credit." -Unknown

Nick Pechin (OGG), Edric Chun (HNL), John Adoja (OGG) and Warren Kanekoa (HNL) pose while taking care of business at Maui.

Safety Tips from the Safety Guy



Kevin Schorn, Bradley's Environmental, Safety and Health Manager

Reports that Hawaii is one of the nation's most dangerous states for pedestrians underscore the need for drivers and pedestrians to make safety a priority. Especially troubling is the recent rise of pedestrian fatalities among the elderly.

AAA Hawaii reminds motorists that using caution will help avoid collisions that could injure or kill pedestrians. Richard Velazquez, regional manager of AAA Hawaii, recently joined Honolulu Mayor Mufi Hanneman in a television campaign about pedestrian safety. "Drivers need to be ready to react," Velazquez says. "Motorists need to slow down and be alert when driving on highways, in residential neighborhoods, and in school zones, where speed limit is 25 miles per hour.

Mayor Hanneman believes the campaign will raise drivers' and pedestrians' awareness of their responsibilities. "It will serve as a constant reminder to everyone that a little aloha goes a long way on our city streets" he says.

Here is what drivers can do to reduce injuries and death:

- **Stop when pedestrians are in the crosswalks and at intersections;** it's the law.
- **Avoid distractions** interfere with watching the road.
- **Don't rely on traffic signals.** Look for pedestrians before moving.
- **Use headlights** in the early morning, in the evening, and in bad weather.
- **Watch for children.** Slow down when kids are present and when driving in areas frequented by children.

Benefit Spotlight: 401K Plan

How do you start saving for retirement? When you have bills to pay and lots of other priorities demanding your money, saving for retirement may seem like something that you can put off. But the sooner you start saving, the more you can use time to your advantage. Having a successful retirement means balancing retirement saving with your other life goals, and making retirement saving a top priority.* One easy way to begin saving for your future is to take advantage of Bradley's pre-tax 401K plan. Pre-tax payments

save you money because your contributions for the 401K plan are made before state, federal and social security taxes are taken out. The 401K plan offers matching contributions in an amount equal to 25% up to 6% of your eligible pay. For 2005, the company contributed \$16,219 in matching contributions, and overall had experienced an increase in its net assets. It's a very smart and easy way to begin or continue investing for your future. If you have other 401K plans from previous jobs, talk to the HR rep at your island on how



to roll over other plans into Bradley's. Don't know how or what to invest in? Fidelity offers a simple quiz you can take to help guide you in the best investment direction for your situation. You can even manage your account online at netbenefits.com to track your earnings for the month or make account changes such as an address change. If you have any questions or need any information, ask HR or Kevin Lum in finance in HNL for more information.

*Taken from Fidelity.com



- It's never too late to start saving, but the sooner you begin, the better
- Saving regularly, even in small amounts, can grow your retirement assets significantly

Val Lincoln: Maui's Multi-tasking Hero

Val Lincoln, Maui's Commercial Fuel Operations Supervisor, has a lot on his plate, but always seems to get everything done. From managing a schedule for over 20 fuelers, working on the ramp fueling planes, training, keeping track of different airline deadlines and dealing with the everyday events that happen on the ramp, he still finds time to help out the company in extra events and have a life outside of work. This past May he was one of two people

who participated in working Bradley Pacific's booth at Maui's largest job fair. Without his help, knowledge and enthusiasm our booth would not have been such a success. He was key in reaching out and explaining to the hundreds that attended who Bradley Pacific was and what we do. He was also key in acquiring dozens of applications and the ultimate hiring of a few individuals from the fair. When Val isn't on the job, he enjoys spending time

with and watching his wife Trisha sing at one of the local restaurants in Kihei. Without Val Lincoln as Maui's commercial side multi-tasker, our operations would not be the success that it is on Maui. "I believe he's fair with all of his co-workers" says Keone Kele about Val. He understands coverage needs, will pull in lots of extra hours if needed and won't ever leave a fellow worker without the help he or she needs.



Val Lincoln working at Bradley's booth at Maui's largest job fair on May 13th.

Bradley Anniversaries this Quarter



Congratulations to these people who have reached company milestones with Bradley Pacific! We

couldn't be the company we are today without hardworking individuals like you. Names, years worked and anniversary dates are listed.

HNL

- Stephanie Sechrist- 1 yr. July 1
- Brandon Kaupu- 1 yr. July 20
- Brandon Flores- 1 yr. Aug 15
- Joey Flores- 1 yr. Aug 20
- Justin Fields-4 yr. Sep 9
- Lawrence Elizondo-6 yr. Sep 11
- Mikell Kauhola-1 yr. Sep 12
- Francis Elizondo-7 yr. Sep 13

ITO

- LeeMarvin Ugalde- 7 yr. July 12

KOA

- Justin Jenkins- 1 yr. July 27
- Dawnyel Smith- 1 yr. Aug 10
- Malinda Frohn-1 yr. Sep 1

LIH

- Janssen Lacaden- 4 yr. Aug 1
- Terry Mooney- 2 yr. Aug 2
- Jason Heady-1 yr. Sep 17

OGG

- Keone Kele-1 yr. July 12
- Tim Acpal-1 yr. July 17
- Del Nono-2 yr. Aug 9
- Val Lincoln-5 yr. Aug 13
- Candyce Gonsales-1 yr. Aug 15
- Matt Bantalin-2 yr. Aug 23
- Sam Hitchens- 4 yr. Sep 12

Bradley's Corporate Aloha Spirit by Mi Kosasa

"Bradley Pacific Aviation is our favorite! It was the best service we have ever received anywhere in the world! Your people are so helpful, so friendly and so wonderful!" These are typical comments from our clients on the service you provide to the corporate and private jets.

Since we opened our doors in June 1998, our mission in the corporate aviation division has been to make a positive difference and create special memories for our guests visiting our islands. We have been doing just that under the watchful eye and guidance of Suzanne Olaso, Director of Corporate Aviation Services, who has been with Bradley Pacific Aviation since Day 1.



It is evident that the aloha spirit shines through all of you and this is what our customers feel – your genuine care and sincerity. This is what has helped to build our reputation in the aviation community and also our market share.

I believe that our customers have a level of comfort whenever they return and see a familiar face. I wanted to highlight several of our Coordinators who have been with Bradley Pacific for more than 5 years who have made a positive difference to so many. I thought you might want to hear why they have chosen to remain with us all these years.

"I appreciate being valued for who I am. I was encouraged and challenged to be myself so I can create a positive difference," states Suzanne Olaso. "It was intimidating at first to even speak to the passengers but I soon realized how nice they were and how easy it was to go the extra mile to make them feel special. I am proud to be with a group of people who reflect this same culture of giving and caring.



Whenever I am at a convention or on a marketing trip, I am often told how wonderful Bradley Pacific was at all locations. This tells me that we are hiring the right people who know how to give from the heart. I can still remember the first year we attended the NBAA Convention to promote our company, people were asking, 'Bradley who?' Today, people are asking for Bradley Pacific Aviation and thanking us for the service. I know it's because of the like minded people we have on the team!"

Laurie Kimura from our Lihue office who originally began her career with us on Maui, says she "loves the people she works with and the people she works for." Laurie was with another Hawaii FBO prior to joining our team. When we opened our doors, many customers asked if Laurie worked for us. In fact, several employees told us that we needed to hire Laurie – they were right! "I feel a sense of satisfaction when our team can prove, against all odds, that we can do anything for our customers. I like the

sense of freedom to think for myself because people trust and believe in me. I feel good about that! We have to put a lot of energy into the job but that is what we have to do for customer satisfaction and job dedication." I think if you looked up the word 'dedication' in the dictionary, you will see Laurie Kimura's picture with the words, "early to work, productive, stay until the job is done."

Originally from Connecticut, but a confirmed kamaaina today, Juliana Perez, is the connection person at our Honolulu hub for all the neighbor island Coordinators. "I really love the people I work with who are always so positive, so committed, nice and kind! I look forward to coming to work because each day is different with its set of new challenges yet it is the same because we all provide consistent, quality service to each and every challenge. I know we can count on each other for everything and you don't get this kind of camaraderie at any other place. It is a team always working together as a team caring for each other and for our customers. I am amazed at all the behind-the-scenes work we are required to do to make each flight seem smooth and flawless. I believe this is our gift to our customers – they have been gifts to us!"

Katie Reskusich from Kona started with us the year we got the Netjets account that grew our business exponentially which meant, many long days of working! Katie was always there for our customers. That first holiday season was amazingly busy and especially for someone new in the aviation business but Katie pulled it off almost single-handedly as we faced many personnel turnovers that year. Katie always provides wonderful service to our customers. She says, "I love what I do, I love the customers I have met throughout the years – many of them are repeat customers. It is so nice and comforting to see their familiar faces and I know they are happy to see us and are grateful for our service."

Maui No Ka Oi. This is how Maui-born and raised, Francine Maddela feels about her island home. "I know being at Bradley Pacific is beneficial to me and I hope it is mutual." It is, Francine! "I feel a sense of accomplishment when I can help people out. I especially enjoy sharing my island with our visiting guests whether it is to give them driving directions, recommendations for activities, restaurants, beaches, etc. because I know Maui and I want them to have special memories of our Valley Island. This job is the best job I've ever had because it is fulfilling in lots of ways and at the same time, it is the most challenging. It requires hard work and long hours that often creep into family time but at the end of the day, I know I have made a positive difference for our customers and for myself."

Big News!



Congratulations are in order for the following people who have had big events happen in their life:

Dan Nono from OGG had a baby girl on September 3rd. This is his 3rd child. Congratulations Dan!

Estelle Purdy from KOA is the new Fuel Operations Manager as of mid-September. Estelle originally came from the OGG station (with a brief stay in Oregon between OGG and KOA).

Congrats Estelle!

Lee Marvin Ugalde from ITO became a grandfather this month to a 9 lb. 12 ounce baby boy who's name, Lee Marvin Haipo Ugalde III, will follow their family tradition.

Congrats Marvin!

Airline's Lost 10,000 bags a day in '05 by Marilyn Adams of USA Today

U.S. airlines last year lost about 10,000 bags a day on average, the worst performance since 1990. The rate of lost suitcase reports per 1,000 passengers on flights soared 23% from a year earlier, according to recent numbers from the U.S. Department of Transportation.

Among the reasons: a surge in the number of passengers, airline budget cuts, backed-up flights and tighter inspections of luggage.

In all, passengers filed with airlines more than 3.5 million reports of lost bags, most of which eventually find their way back to owners. Inside the 2005 numbers:

Airline	Reports per 1,000 pax	Year-over-year-increase
US Airways	9.62	81%
Delta	7.09	37%
American Airlines	5.92	25%
Northwest	4.86	15%
America West	4.33	9%
United	4.28	9%
Southwest	4.25	27%
Continental	4.12	15%
Source: DOT		

- US Airways, which exited Chapter 11 bankruptcy last year, had the highest lost-bag rate of major carriers.
- Southwest Airlines' rate of lost bags jumped nearly 27%. Southwest blames the airline's new bag systems in Baltimore, Las Vegas and Phoenix.
- Delta Air Lines, third-biggest airline, lost more bags than any other carrier. Its customers filed 573,419 lost bag reports.

Barry Maher, who gives speeches on customer service, was one. Delta lost both his bags last April on a trip from Ontario, Cal., to Roanoke, Va. Maher rushed out to buy a shirt, slacks and underwear so he could give a speech. His bags arrived at his hotel in time for him to return home. On the trip back, Delta lost both bags again. Delta's staff was "uncaring," he says. Delta spokeswoman Chris Kelly said Delta, now in Chapter 11 bankruptcy, knows its bag system needs work.

"Delta is focused on making significant progress," she said.

US Airways gave flier Rex Greer heartburn last year. The auditor flew US Airways 26 times. It lost his bags six times. He says he's "Lucky" because the losses usually happened on his way home. US Airways customer service chief Anthony Mule says, "It will get better." US Airways, which merged in bankruptcy with America West, has added ground workers and new equipment for handling bags.

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Bradley Pacific Aviation, Inc. (BPA) is a privately held Hawaii Corporation operating as a "fixed base operator (FBO) at all major airports within State of Hawaii since 1998.

The company provides quality fuel services to general aviation and commercial aviation customers.

The core values of Bradley Pacific Aviation are to conduct business with the highest level of integrity and ethical standards. These core values are the foundation for the relationship with our employees, customers and vendors.

We are proud to provide quality services to the aviation community and to be a member of the business community in Hawaii.

Job Openings at Each Station

- Commercial Fuelers at KOA, LIH, HNL, OGG
- Line Service Assistant at OGG
- Mechanic and Mechanic Assistant at OGG

Got any story ideas, pictures, or suggestions for the next newsletter? Want to contribute yourself? Let your admin person or station manager know! We'd love to hear what you think of this newsletter and to get your ideas for the next one.

Welcome New Faces!

Bradley welcomes all new employees hired in this quarter at all of our 6 island locations!

In Honolulu we welcome, **Mark Kufferath, Sheldon McClaffin, Wayne Morishige, Mefiposeta Rose, Jonathan Sullivan, Duy Trieu and Jamie Watts!**

In Hilo we welcome, **Nani Camacho and Carol DeLima!**

In Kona we welcome, **Mark Garcia, Joshua Hale, Autumn Hosea and John Rosa!**

In Lihue we welcome, **John Zappala!**

In Maui we welcome, **Jason Bedard, Don-Anthony Guterres, Michael Kahula, Jay Salmon, and Chinta Zepty!**

Welcome to a great team!



Need a caption?
Each issue we will run a picture but the words will have to be yours!
Whatcha got?
We will print the best or maybe even the worst!

